

HOW TO ADVERTISE A RETAIL STORE

INCLUDING
MAIL ORDER ADVERTISING
AND GENERAL ADVERTISING

A COMPLETE AND
COMPREHENSIVE MANUAL
FOR PROMOTING
PUBLICITY

BY A. E. EDGAR, MERCHANT

ILLUSTRATED
WITH OVER FIVE HUNDRED ORIGINAL
NEWSPAPER ADVERTISEMENTS

FOURTH AND ENLARGED EDITION
CONTAINING MANY NEW ILLUSTRATIONS AND CHAPTERS, MAKING IT THE
MOST UP-TO-DATE BOOK ON ADVERTISING

THE ADVERTISING WORLD
COLUMBUS, OHIO
1913

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COLUMBUS, OHIO

FIRST EDITION
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PREFACE TO FIRST EDITION

THE writer is convinced that no apology is necessary for presenting a new book on advertising. He has done his best to make the present volume of practical use to both the small and the large advertiser, the novice and the expert.

He considers it but fair that he should acknowledge the fact that the trade and advertising papers of America have been of great assistance to him in preparing this volume. Where extracts have been reprinted from these, due credit has been given. In most cases, however, single ideas have been taken and incorporated with others, and these of course it is impossible to trace to the original source.

An apology is due those advertisers whose advertisements and advertising methods have been adversely criticised. In these cases the individual has to suffer for the common good. It was found necessary to use examples to illustrate the different ideas and it was decided that actual advertisements were more valuable for this purpose than specially prepared models. The advertisements selected for this purpose were clipped from newspapers published in all parts of the United States and Canada. Some of these examples were prepared by the merchant in the country store, while others were prepared by the highest salaried advertising men in the world.

The writer asks that the faults of the book be not magnified and that the book be judged as a whole rather than any part of it be selected for criticism.

A. E. EDGAR.

December 7, 1907.

PREFACE TO FOURTH EDITION

THE friendly reception given the former editions has rendered the necessary labor of a revision of so large a book a pleasure rather than a task. The author has made many changes that were necessary to bring the work down to date. Many new illustrations have been used. Those reprinted from the original edition are retained because they best illustrate the text.

If the present edition is accorded the same flattering recognition as the first, the author's time has not been used in vain.

A. E. EDGAR.
Windsor, Ont.

March, 1913.

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Part One

NEWSPAPER ADVERTISING

HOW TO ADVERTISE A RETAIL STORE

CHAPTER I.

A FEW WORDS ABOUT ADVERTISING

ADVERTISING is not, as some suppose, a modern art. It was practiced by the ancients of Egypt and Babylon as far back as there are records of the customs of these peoples. It is true that the mode of advertising has materially changed since that time, and the methods of gaining publicity have been enlarged, but the aim of the advertisement has always been the same, and will always be the same—to disseminate information.

With the retail merchant it is information of what he has for sale. Every merchant should keep that aim in view, first, last and all the time.

The progress of advertising in our own day has been so great that the amount of money invested in publicity is greater perhaps than that invested in any other single commodity.

Advertising is so broad a subject that it is seemingly impossible to decide where it begins and where it ends. Every action of a merchant, or of his employees, advertises the firm. How long the effect of the action goes on before it ceases operations merely offers food for speculation.

So it is with a merchants' printed publicity, which we are now to deal with. It is known in many cases that years and years after an advertisement was printed that sales were made from it.

One of the foremost advertisers in New York has said, that "the art of advertising is merely presenting attractively the absolute truth concerning goods to be sold." When the proposition is carefully thought out, its aptness will be fully realized. What should be sought in the use of any medium of advertising is the relating of facts concerning that which the merchant has for sale.

There are many ways of advertising, but newspaper advertising is the best and most efficient for the retailer. He can talk to its readers, daily or weekly, and if his speech is intelligent, convincing and attractive, it is sure to amply repay him for what it costs.

The following quotation entitled "Ideals," gives a very good description of what a newspaper advertisement should be:

"The ideal advertisement is short, yet comprehensive. It grasps the essentials, and in a simple manner lays them before the reader. It does not take up his time: it does not omit features that would specially

interest him, features which he should have before he decides to buy. It does not exaggerate. It does not weave senseless words into a cloak to throw around the article advertised, but rather with a few bold strokes it uncovers it to show its beauty and worth. It inspires confidence. It seems true and good, but not too good to be true. It leaves a little unsaid, for the customer to learn when he comes to buy. It takes proper classification and leaves something to say the next time. It talks of quality first, then the price. It usually quotes the price. It is the work of a salesman holding up the goods for the best view, telling its merits simply, giving the price. If it talks to a person who has no need for it, it makes so good an impression that this person will regard it only as a type of the other things in the store which he does want, whether they are advertised or not. It will leave with him an impression that when he wants such an article, that is the one to buy, and that is the place to buy it."

Every reference to a competitor advertises that competitor more than it does the goods intended to be advertised. The retailer should advertise himself and his own goods, not his competitors and their wares.

There are subjects to be most religiously avoided in advertisements. Sometimes circumstances will tempt a man to introduce into his announcements matter that sober thought ought to convince him would be better untouched.

Everything that borders on controversy, especially of that kind where people take sides with any degree of warmth, should be kept out of advertisements. Political and religious issues should be particularly avoided, as people are usually touchy on these subjects. Even harmless allusions may be wrongly interpreted to the disadvantage of the advertiser.

Prejudice is a nasty thing to arouse, and a very difficult thing to dissipate. Let the advertiser be original, catchy and interesting, but by all means let him steer clear of sarcasm, innuendo, venom, and all that kind of thing.

We all make mistakes, and the man who never does anything foolish is to be regarded with suspicion, as either too good for this planet or as an arrant hypocrite. In advertising there is abundant opportunity for a man to discover how absolutely he can violate every principle of common sense.

A smart advertisement is not always a good one. The man who writes advertisements merely to set people talking or to show how clever he is, misses his mark. An advertisement should sell goods, and when it fails on this one point it is not worth the paper it is printed on.

Successful advertising is not that which is done by fits and starts; neither is it that which is prepared because the space has been purchased and must be used. Space filling is not advertising. There should be

something to advertise before the merchant sits down to write an advertisement.

The merchant who cannot afford to hire an ad-writer must get down to study unless he wishes to drop behind in the race for business. The more advertising there is being done the more there will have to be done by all merchants. The one who does the most advertising intelligently is sure to get the most business. His gain in most cases is some other merchant's loss, although advertising creates a great deal of new business.

The time has come when the merchant must advertise or retire from business. He must not only advertise but he must do what he advertises he will; he must offer the same values at the same prices that he says he will in his advertisements. "We do as we advertise," is almost as familiar nowadays as "Your money back if you want it." Both are new features in modern merchandising. With their advent came many other new and really good ideas that are helping to make the merchant's life an easier one.

Modern publicity must be given the credit for the inception of the new life in commercial circles. Advertising is the parent of every modern method. Advertising is forcing new methods and new ideas into existence every day.

No one can adequately estimate the future of advertising. It would be foolish to undertake to do so. As it has advanced in the last decade so will it advance in the decade to come, increasing in force and power as it becomes more scientific and its principles become more generally known.

CHAPTER II.

THE DUMMY OR LAY-OUT OF AN ADVERTISEMENT

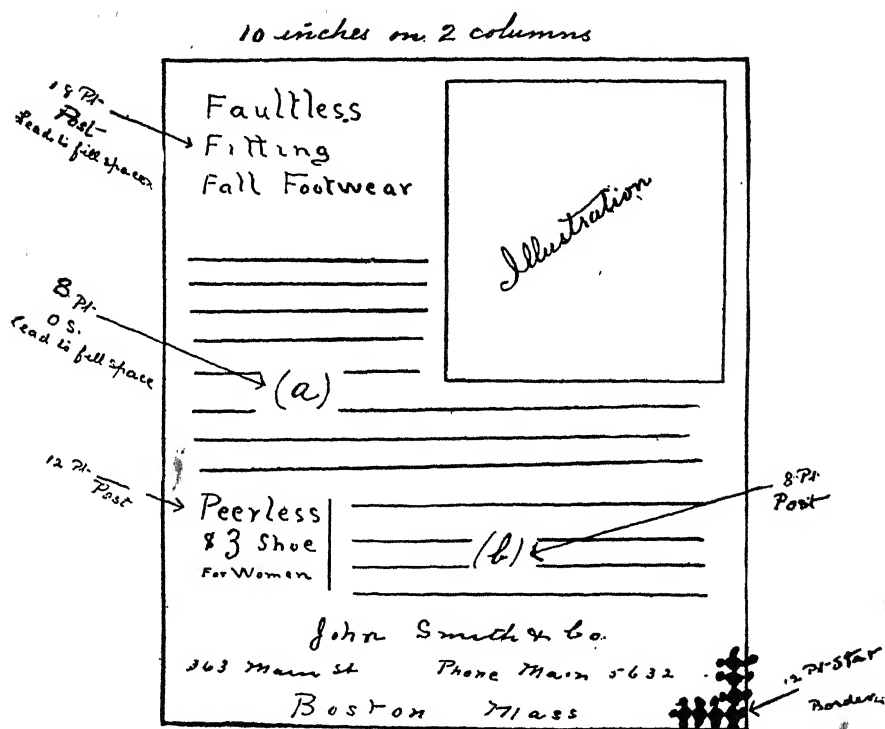
NEWSPAPER advertising offers the best field to the retailer for that most advertising successes have been made.

promoting business. It is through the medium of the daily press A persistent and judicious use of space will always prove more resultful than spasmodic efforts, no matter upon what scale they are carried out.

For the purpose of aiding advertisers in preparing their own advertisements we will proceed to analyze the newspaper advertisement and

make an effort to point out a way in which they may be suitably prepared for publication.

There are eight distinct parts to the perfect retail advertisement, viz.: 1. Size of space to be used. 2. Firm name and address. 3. Head-line or catch phrase. 4. Illustrations. 5. Introduction or argument. 6. Description of articles advertised. 7. Prices. 8. Display. In con-



structing an advertisement the merchant must take all of these parts into consideration. Sometimes the illustrations may be dispensed with without impairing the productiveness of an advertisement, but when any of the other parts are omitted the advertisement must necessarily be imperfect.

It is our purpose to show here the process, whether consciously followed, or not, by the advertiser, of preparing a retail advertisement. In following chapters, each of the component parts of an advertisement will be taken up separately and discussed at length.

As a usual thing, the retail merchant has a yearly contract with his

newspapers for a certain number of inches in each issue. In that case he must construct his advertisement to fit his space.

We will presume, then, that a shoe dealer uses ten inches of space in his weekly paper, and wishes to write an advertisement to fit that

Faultless Fitting Fall Footwear

If a woman's shoes look well her feet will look well, but a handsome foot counts for nothing in an ill-fitting shoe. It's the fit of a shoe that produces foot beauty and comfort.



In our Fall selections of *Peerless* Shoes every size and width possible, to procure are shown in all the new styles. It's so easy to get a proper fitting shoe at our store because our expert salesmen have such a large number of different sizes and widths to draw from.

**Peerless
\$3 Shoe
for Women**

Goodyear Welts and Hand Turned Soles.
All Leathers—Vici Kid—Patent Kid—Gun
Metal Calf—Velours Calf, etc.
15 Different Snappy Styles.
As stylish as any \$3.50 shoe.

JOHN SMITH & CO.

363 Main Street

PHONE MAIN 5632

Boston, Mass.

space. In nearly all cases the ten inches will be used to cover two columns in width, making the advertisement five inches deep.

The first thing he does is to make a dummy, showing the exact size of the advertisement as it is to appear in the paper. This is done by ruling off a space four and one-half inches wide by five inches deep.

Newspaper columns vary from two and one-sixth to two and one-fourth inches in width. In all cases the space should be measured, so that the advertiser can make his dummy exact.

Having ruled off the size of his dummy he proceeds to indicate where the firm name is to appear. The name and address is the most important feature of an advertisement. If this is omitted, the advertisement is practically valueless, although it is stated on good authority, that when, through an oversight of some one, the name plate of a large department store was omitted from its advertisement in a New York daily, the style of the advertising done by this firm was so well known to the public that a large crowd responded to the advertisement. This is probably the only case on record where an advertisement has not suffered through an oversight of this kind.

The space allotted to the name and address should not be too large, as it is then a waste of valuable space; at the same time it should have sufficient space to make it prominent.

When illustrations are used in an advertisement their position should be the next thing to decide. Type matter can be compressed into small space, but an illustration cannot. The necessary space then must be marked off in the position it is to occupy. In this case, an illustration of a lady's shoe is used. As it faces toward the left it is placed on the right-hand side. It is always better to have illustrations facing the reading matter of an advertisement than away from it.

After the spaces are marked off on the dummy for the name and address, and for what illustrations are to be used, it shows just how much space there is left for the reading matter. The advertiser should govern himself accordingly. It is far better to drop out a point or two, and take it up in a future advertisement than to try to get in all the good points of an article, and by doing so crowd the advertisement.

The head-line comes next. Here is where a great many merchants fail in making an attractive advertisement. A head-line should be full of meaning. It should convey some definite thought to the reader of the advertisement.

Of course the real function of the head-line is to be a catch-phrase—to catch the eye. It should not be lengthy. Three or four words are better than eight or more. But it should also mean something and should convey that meaning at a glance.

"Faultless Fitting Fall Footwear" has been chosen as a fitting head-line, suitable to the object of the advertisement, and as having a message for the public complete in itself. The head-line is usually written or printed on the dummy, showing just how much space it is to occupy.

After the head-line follows the introduction or argument of an advertisement. The introduction should be made as meaty with argument, or "reason why," as it is possible.

The following introduction has been chosen for our advertisement:

"If a woman's shoes look well her feet will look well, but a handsome foot counts for nothing in an ill-fitting shoe. It's the fit of a shoe that produces foot beauty and comfort.

"In our fall selections of Peerless shoes every size and width possible to procure are shown in all the new styles. It's so easy to get a proper fitting shoe at our store, because our expert salesmen have such a large number of different sizes and widths to draw from."

As this portion of an advertisement is generally too lengthy to write on the dummy, without crowding and making it illegible to the compositor, it is usually written on a separate sheet of paper.

Whenever the introduction or description, or any other portion of an advertisement is written on a separate sheet of paper, it should be numbered, either with letters or figures, and the space it is to occupy correspondingly marked on the dummy. In this case the introduction is lettered "(a)" and the space on the dummy is marked to correspond.

Descriptions of merchandise should never be made too general. In the advertisement under construction the merchant is endeavoring to paint a word picture of the line known as "Peerless Brand." He cannot, in this case, go into particulars as he would if he was advertising a particular shoe. But he does particularize by telling how the shoes are made, the materials used and then compares them with other lines of shoes at a higher price. Here is what he says:

"Goodyear welts and hand-turned soles.

"All leathers—Vici Kid, Patent Kid, Gun Metal Calf, Velours Calf, etc.

"Fifteen different snappy styles.

"As stylish as any \$3.50 shoe."

This description is indicated on the dummy by "(b)," and is so marked on the separate sheet on which it is written.

Now comes the price. An advertisement without a price is lacking in one of its most convincing features. It is not necessary that the price be printed in type a foot high. Prices should be given a little more prominence than the balance of type matter, and usually when appearing in the text should be printed in black-faced type.

In this case the merchant, for the purpose of attracting attention to the "Peerless" line has displayed it together with the name of the brand. An examination of the dummy will show how this has been done.

A good, bold border will help to make an advertisement stand prominently out from the surrounding matter. The border singles out an advertisement as an entire and separate advertisement.

A judicious use of white space will also give prominence. Rules and ornaments have no place in a small advertisement, except occasionally where the rule is used as a box, to separate or make prominent some particular portion of the advertisement.

The dummy is for the guidance of the printer in setting up the advertisement. It serves the same purpose with him in the mechanical construction of the advertisement as the plans of an architect do for the contractor or builder in constructing a house. It is necessary, then, that care should be taken in laying out the plan. It must be feasible. A printer cannot squeeze a hundred words into a space where there is only room for fifty.

When the merchant has gained an idea of type styles and sizes, he may indicate just the size and style to be used. Unless his knowledge warrants this, it is far better to leave it to the discretion of the printer.

When a merchant sees a good catchy advertisement, he should clip it for future use. By attaching an advertisement of this kind to his copy, and giving the printer instructions to follow its make-up, he will get a good catchy advertisement for his own business. It is not always possible, however, for the printer to reproduce exactly every advertisement that may be thus clipped, because, sometimes the equipment of the office is too small, but he will do the best he can.

Every mark, every word on copy and dummy is supposed to mean something, and the printer will try to interpret it and place it in type. It is absolutely necessary, then, that no marks, signs, symbols or words that are not intended to mean something in the finished advertisements should be there.

A study of the dummy reproduced with this chapter and a comparison of the advertisement set up from it will help any merchant to understand some of the difficulties he has had in making his advertisements appear to advantage.

There is one thing the merchant must understand, and that is that it is impossible for a printer to set up an attractive advertisement at a moment's notice. He should get his copy into the hands of the printer early if he expects attractive advertisements.

A merchant who rushes off an advertisement at the eleventh hour will never have satisfactory display. His advertisements will never be above criticism. They will and must show hurried composition. Not only has the printer to get this advertisement into type in a hurried manner, but it is nine chances in ten that the merchant prepares the advertisement in a hurry also. Good copy requires considerable time in

preparation. Every point should be taken up separately. Then it should be seen that all harmonize. Advertising copy that is prepared in a hurry and set up in a hurry, usually looks it, and even the readers of the newspapers can recognize it.

While persistent revision of "copy" is beneficial to the beginner, there is a point at which he should cease to tinker with words and put his whole story onto paper as quickly as possible, depending upon his earnestness and enthusiasm to carry weight rather than upon a fine flow of words. Too persistent revision is almost always fatal to the effect of a fresh, sincerely written advertisement, and should be practiced only until a certain readiness of writing is acquired.

In another part of this volume will be found a chapter on proof-reading showing this advertisement as it went back to the printer for revision.

CHAPTER III.

HOW MUCH SPACE TO USE

HOW much space should a retail merchant use to get the best paying results? That is the question that presents itself to every merchant. Sometimes he does not fully realize the import of the question, and frequently misinterprets it entirely. Some imagine the question should be, "How little space can I use and not lose anything by it?" or, "How little space can I use and still keep my name before the public?" or, "How much space can I afford to buy?" etc.

Every merchant must answer the question of how much space to use for himself. No one can do it for him. Conditions are so varied that no set rules can be made to cover all cases. Even an expert advertiser could not determine the answer for him without a full knowledge of those conditions, and even then not until he had experimented a while. In some towns a ten-inch space will pay a merchant largely, in others twenty inches would barely bring the same results. In other localities the retailer should find a five-inch advertisement bring him in good results, and that a ten-inch advertisement did not increase his profits sufficiently to pay for the increased cost of the space. If a merchant found by experience that he could double his business by doubling the amount of space he was using it would be poor economy for him to cut

The CITY GROCERY
The Big Cash Store

**Watch for
Our Cash
Specials**

The CITY GROCERY
Telephone 128 • • • 129 S. May Street

down the space to half for the purpose of saving a few dollars on first cost.

The question of how much space to use can only be answered by constant experiment. Small spaces may pay better this year, while next year conditions may be so changed that it would be necessary to double the space to bring about the same results.

When the merchant has decided just how much space he will use, he thinks the whole question of advertising has been settled. All he has to do is to write a business card to fit the space and change it once or twice a

year, or whenever the spirit moves him. It is not so much the amount of space used that brings results as the way the space is used. Take two advertisers under the same local conditions, and one uses ten inches of space while another uses twenty inches. The former always gets good results, while the latter meets with only indifferent success. It isn't the amount of space, then, but the way the space is used. It is the cold type set into burning words that counts.

Where a retailer is so situated that he has only the weekly papers to advertise in, it is usually an easy matter to decide upon what space will be used, and in what papers. Usually, however, where there are two or more weekly papers circulating in the territory from which the merchant may expect to draw trade, he should use both or all. In the better ones his space should be larger, but he should make extra efforts to make the small space in the poorer papers attractive.

The way some merchants use space in these country papers is simply appalling to a retailer, who has to pay dollars per inch in a city daily paper, instead of cents, as it is in these weeklies. It is no trouble whatever to find a ten-inch space containing the following:

"Too BUSY TO WRITE ADS," or to see advertisements similar to that of The City Grocery.

Another form of this willful waste is found in "Watch this space."

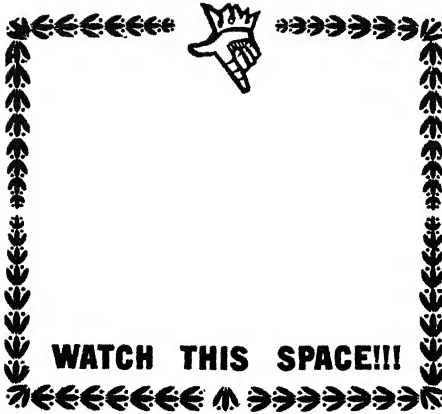
FOR BARGAINS IN Summer Goods

Summer has come at last and you should dress as comfortably as possible. We have a nice line of Summer Goods—all to be sold at a big reduction.

**SEE OUR LINE OF SHOES FOR
MEN, WOMEN AND CHILDREN**

We want all the business you can bring to us, for which we will pay the highest price.

BLANK & BLANK



This is certainly a misuse of space, because it is not advertising at all. But, then, there is a large amount of space misused where there is a semblance of an advertisement, and one perhaps that the merchant thinks is good advertising, because it is keeping his name before the public. This "keeping the name before the public" idea is one of the biggest mistakes in advertising. The advertisement of Blank & Blank is newly clipped from a country weekly and reproduced as it ap-

peared word for word. "Shoes" are mentioned once, "Summer Goods" twice. Beyond the fact that they are offering bargains, and every merchant is supposed to be doing that, there is no information given to the reader.

There is one other way in which space is often misused, and that is when it is used as a catalogue of the different lines carried. Note the way it is usually done in Smith and Jones' advertisement.

This is a favorite style of advertisement with many country general storekeepers. They seem to pride themselves upon the large variety of lines they carry. The writer remembers having seen a two-column advertisement, with no introduction, but a catalogue of the different lines laid out in two parallel leaning columns. Not contented, however, to mention each line once, the merchant had it mentioned five times, no doubt thinking that repetition is impressive. Just think of an advertisement composed of a dozen or more different items displayed like this:

SLIPPERS AND RUBBERS,
SLIPPERS AND RUBBERS,
SLIPPERS AND RUBBERS,
SLIPPERS AND RUBBERS,
SLIPPERS AND RUBBERS,

BOOTS AND SHOES
BOOTS AND SHOES
BOOTS AND SHOES
BOOTS AND SHOES
BOOTS AND SHOES

FALL, 1911

Our Fall stocks have arrived. They are larger and more select than ever. Call and see our offerings in

Boots and Shoes	
Dry Goods	Groceries
Crockery	Glassware
Glassware	Hardware
Furniture	
Hats and Caps, Etc.	

SMITH & JONES

Very impressive, isn't it?

It isn't only the country merchants who are wasting their space in this way. There are very many instances just as glaring to be found

in city dailies. Any space is wasted that does not produce sales, directly or indirectly, and what is more, it is wasted unless it produces the maximum number of sales. Weak copy of any sort wastes space.

Great Reductions in SHOES

For Men, Women
and Children

BROWN & BROWN

The country weeklies that have any semblance of circulation among the farmers can be used very successfully by city retailers. Where a city has a farming community surrounding it, there is sure to be three or four good, live country weeklies. Space in these costs from ten to fifteen cents per inch, so that the city merchant can talk to the ruralite at comparatively small cost.

The growth of the daily newspaper is simply marvelous. Not only in our larger cities and towns,

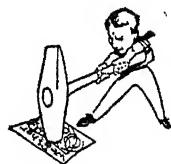
but in small villages, where one would hardly expect a weekly paper to be very profitable, the daily will be found to flourish. The establishment of the rural free delivery routes has made it possible for the small dailies to grow and multiply.

In the larger cities the retailer is given but little choice. Unless he has a large store "downtown" or in the shopping district, he cannot afford to use the dailies. And as there are none others, he is compelled to find other methods of advertising. Even the large merchants in the metropolitan centers find it better to have a daily advertisement, though small, than to spread out once a week or so. Take the Rogers, Peet & Company advertisements. They are extremely small, five inches usually, but they are so attractive and so informing that the public have got into the habit of looking for them, and reading them, from picture to name-plate.

Department stores use page spaces, and will continue to do so as long as it pays them, but it pays them only because the department store is a combination of a dozen or more stores under one roof. Divide a page up among from fifteen to twenty advertisers, and their space will be normal. Take a tenth of a page for a department store advertisement, and only one department could be advertised in that space.

A great deal can be said in a small space if the words are aptly chosen. Writing ten-word telegraphic messages is a good practice for brevity of expression. Every word that is necessary is retained, and the rest eliminated. Let it be the same with an advertisement, only don't be abrupt. Give all the information possible, but don't crowd.

Dennison's advertisement is surely a question. The question is,



"Batiste" is the best weapon we know for beating hot weather.

A featherweight worsted fabric that holds its shape.

Our friends in Cuba and Panama buy it regularly for summer comfort, while Broadway wears batiste as the smartest of real summer suits.

Hair line patterns in grays—single and double breasted coats with trousers, \$18 to \$20.

ROGERS, PEET & COMPANY.

Three Broadway Store.

250	643	1260
at	at	at
Warren St.	13th St.	32nd St.

what does Dennison sell? A few people who read this advertisement might know, but it is a sure thing that the vast majority would not.

Position counts for much. The merchant whose advertisement appears on the most interesting page of the paper has advantage over his competitor whose advertisement does not. Likewise, the merchant whose advertisement appears at the top of the page has an advantage over him whose advertisement appears at the bottom.

Advertising costs money. It is an expense, only in the same sense as salaries of salesmen are expenses. Modern merchants are beginning to speak now of advertising investments, instead of advertising expenses. Let it be an expense, but not an expense that can be tampered with at will.

For instance, the merchant who is just outside of the shopping district has less expense for rent, but he will have to spend more on advertising if he wants to do as much business as he would if he was in the heart of that district.

A new store will find it necessary to spend a larger percentage in making itself acquainted than the old store does in keeping itself to the fore. And the old store that has new opposition will have to increase its advertising appropriation to enable it to hold its own.

CHAPTER IV.

FIRM NAME AND ADDRESS

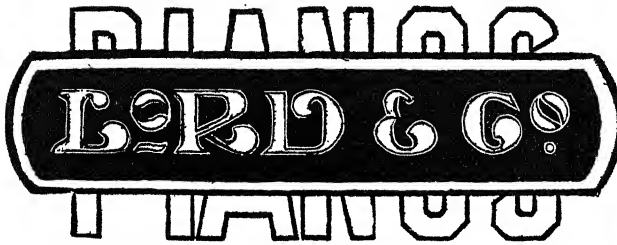
MANY advertisements are spoiled by the manner in which the firm's name is displayed. Many a merchant is so fond of seeing his name in print that he runs it in twice in the same advertisement—once at the top and once at the bottom. In fact, the writer remembers seeing an advertisement that had the merchant's name mentioned just twenty-three times. Every time it was printed it was displayed in bold-faced type, too. This was not only a great waste of advertising space, but it was not in good taste.

The object of printing the firm name in an advertisement is to let the public know who is offering the articles described at the prices quoted. It is not necessary then to have it occupy half the space of the whole advertisement.

It is unnecessary for the firm name to appear twice in the same advertisement unless it is a full column in length, or nearly so, in which case it may be advisable to have it appear at both top and bottom. The only reason for this is to be found in the way the paper is held when reading. It is sometimes folded across the middle, in which case it



FIRM NAME AND ADDRESS



The Leader
113-151 & 152 SECOND AV



would cause the reader some trouble to locate the firm name if it did not appear at both top and bottom.

When the firm name does appear twice in this manner, it is unnecessary that it be displayed in large type. It should appear just large enough to show at a glance whose advertisement it is.

Readers who find interest in an advertisement want to digest the offerings the merchant is giving as quickly as possible. If they find anything they want or that arouses their curiosity, rely upon it, they will soon discover who the advertiser is.

The reason given by the department store advertising men for using the top position for the firm name is that people get used to trading at a certain store, and when they get their paper the first thing they want to do is to turn to the advertisement of their favorite store. As it is natural to look at the top of the paper first, they place the firm name there to help the reader find what he or she is looking for with the least possible trouble and delay.

This reasoning is good, and department store advertisers are in nearly all cases following this rule. They find it pays, or they would make a change. But, because the rule works out rightly in department store advertising, it does not necessarily follow that it is right for the exclusive retailer. Where the department stores use whole and half-page spaces the exclusive retailer uses from five to ten or twenty inches.

WOOD & BAKER
"Foot Fitters"

THE HOME OF GOOD CLOTHES
Jonas Selinger
 RELIABLE GOODS
 ST. CHARLES BLOCK

Cohn MERCANTILE
 COMPANY

It has become almost a rule that the name plate should appear at the bottom of the small advertisement and at the top, or at both the top and bottom of large ones. Department store advertisers nearly all place the name plate at the top of their large advertisements.

Every merchant should have a name cut made for use in his advertising. There is no way in which a reader accustomed to seeing a distinctive name plate can locate an advertisement quicker than by the name plate. Name plates should be so designed that they do not occupy too much space. They should be distinctive and by all means plain enough for a child to read. One of the greatest mistakes an advertiser can make is in choosing a design for a name plate because it looks pretty. Beauty is an essential, but legibility is of far more importance.

A good way to use a name plate is after the manner of a trade mark. It should be used in all newspaper advertisements, on stationery and circulars. It should be reproduced in an enlarged form and used on the wrapping paper. It should be painted on the street signs, appear in street cars, and, in fact, everywhere where advertising in any shape is used by the firm. Its distinctiveness then becomes a valuable asset to the retailer and aids in distinguishing his advertisements from others.

It often happens that retailers advertising in local papers leave off their address, thinking, no doubt, that the name is sufficient. A business

Goldenberg's
 "THE DEPENDABLE STORE"

Lissner's
 OUTERGARMENT SHED
 693-695 BROAD ST., NEWARK, N. J.
Lissner's will not be undersold—money refunded on any articles, not chased here, if same is offered elsewhere the same day at a less price.

THE JULIAN & KOKENGE CO.
 CINCINNATI.



BRENT'S

710-718 SOUTH MAIN STREET, NEAR SEVENTH

firm may have a local acquaintance, and the people within a given range of trade may know where to go to take advantage of the firm's offerings, but it should not be forgotten that one object of publicity is to widen one's range of trade, and introduce the firm to persons that hitherto knew nothing about them. Even the local papers of small villages and towns get into the hands of strangers and visitors.

If an advertiser is doing business in a very small town where there are but few stores, and they are all bunched together, the name of the town should appear in all his announcements; but if he is doing business in a larger town or city, the street address should also appear.

A business house may have grown old in a community, and on that account may conclude that every one knows their address. This theory of being too well known to print location might work, provided old customers would live forever, or never move away, but when the fact is taken into consideration that the old and familiar faces are gradually disappearing and younger generations taking their places, the importance of keeping the firm name and location before the eyes of the people through continuous publicity is at once apparent.

The name plates which are reproduced with this chapter show how attractive these name plates can be made. They show how distinctly they will stand out from a page of type. Some of these reproduced are good, some are very good, some are not as good and ought to be better. Look them over and you can easily pick out the best of them, remem-

The
Edwards
Store

Schipper and **Block**
Peoria, Illinois
In New Location **The Big White Store**

bering always, that legibility should be given first place in any design of this character. If you have to study over the plate, or spell out a name, you may set it down as certain that others will have to do the same. If the design is so intricate that it requires study to decipher it like a puzzle, it may be called a bad design for a name plate.

The name plate used by Thos. J. Porte, Ltd., is not a good one although it is very attractive. It makes the advertisement stand out prominently upon a printed page. It cannot be missed no matter how many advertisements surround it—but it is a failure from the standpoint of legibility. The writer puzzled over it many times before he recognized the large "P."

The name plate of Oak Hall is not so bad, for it is readable, but it is a great space waster. Such a name plate used in a large daily would cost its user thousands of dollars per annum. The object of this illustration is obvious when one reads, "Neck and Shoulders above All Competitors."

CHAPTER V.

THE HEADLINE OR CATCH PHRASE

THE headline is a very important feature of an advertisement. It is usually used as an eye-catcher, and should be strong enough to rivet attention to the advertisement. It should be set in display type sufficiently large to attract attention. It should be made the central eye-attracting point of the advertisement. Even when large illustrations are used to both illustrate and attract the eye the headline should be the special feature of the advertisement. If it is not forceful, it is apt to be passed over with but a casual glance.

Thos. J. Porte

It takes the good hard knocks of the "Unpleasant commercial world" to make a man thoroughly understand his business. These hard knocks have been ours for 33 years they have taught us many things among others

The DIAMOND Business

From the blue ground and the polishing lap to the diamond counter and the sales department,

Porte

408
PRATT
STREET
LTD.

Buy Garden Hose Now



Remember you must care for your grass seed from the day it is planted.


Don't delay a week or ten days, and try to bring back to life half dead grass seed.

Keep Your Seed and Seed Bed in Condition From the Sowing.

We carry everything necessary for the care of the lawn. The time to buy it is now.

A. B. RHEINHART, Hardware
DeMers Avenue :: Grand Forks, N. D.

Panama Hats
\$2.50



Genuine one-piece Panamas; in the popular square-top, edge-crown style shown in the illustration; trimmed, ready to wear. Just \$2.50! Think of it! Lowest price ever made in Louisville on Panama hats. Shown in vestibule case.

Naval Reserve White Ducks, 25c

Men's, boys' and children's Naval Reserve white duck hats; the regular 50c kind; we're closing 'em out at 25c.

Men's Textile Panamas; light and cool; regular 50c goods for 35c.

Levy's Third and Market.

A writer, sometime ago, said that "the whole duty of a headline is to be a catch-line—to catch the reader's eye by echoing one of his thoughts." To fit a person's thoughts with an echo is a process much simpler than it seems. "Buy Garden Hose Now," is a headline that fits a mood, and it can be depended upon to interest the man who is thinking of his garden or lawn. Placed in the newspaper, it will find each reader who has any thought of gardening, interest him, and secure a reading of the advertisement. When a man is thinking or planning along a certain line he will read everything that he sees in the papers concerning it. There are always enough people thinking of most advertised things to make publicity pay when it reaches them. As for other readers, they do not enter into the advertiser's plans at all. He might draw their attention by some vague, mysterious headline, but their attention is not worth while. He does not want them to read his advertisements until they are thinking of the thing he is advertising.

In the main, this explanation of the duty of a headline is correct. It should be remembered by the retailer, however, that he is not only looking for those who are intending to purchase an article, but he is trying to convince those who have no such thoughts that they should have.

Seasonable goods will always find seasonable thoughts among readers—heavy shoes in wet weather, slippers in the party and wedding season, straw hats in the summer, overcoats in winter. At their proper time seasonable moods surge through the minds of the population in great waves, and the advertiser ought to take advantage of them.

A direct business proposition is usually the best headline the retailer can use, although occasionally it is desirable to have some variety. The price itself, in connection with the name of the article to be sold, is often the very best headline.

"Panama Hats, \$2.50," would attract attention anywhere. It would interest every man who ever wears a straw hat, because the price quoted is very low. It would be the same with a headline reading, "Men's \$3.50 Shoes." This headline would interest many men who usually pay more for their shoes, and some who habitually pay less. If the argument in connection with this headline is sufficiently strong, it might induce many who had no intention of buying at that time to make a

The Young Man and His Clothes

Can we please the young man?
Certainly we can—no question about it.

Young men are particular.

We know that styles must be right fit, perfect and all the little kinks must be looked after.

The fabrics are young mens fabrics, especially selected for their Suits and are in bright and fashionable patterns and durable in order to secure satisfactory wear.

Serge, Scotch Mixtures, Cambric, etc.

Suits for young men, 15 to 19 years of age

\$7.50, 10, 12, \$15

"Get familiar with our guarantee"

Neck and Shoulders above all competitors.

OAK HALL

Canada's Best Clothiers.
17. Sandwich St. E.

TRADE MARK
REG. W. L. Smith



purchase then. The merchant selling something to wear has an advantage over some others, because often the public can be induced to lay in a supply ahead of the actual need. In this way the direct business proposition will bring results that could not be expected by a merchant selling some commodity that is little used and then only at certain seasons of the year.

When an advertiser is endeavoring to create a demand for an article among a class of people who are not using it, or who are using it only in small quantities, a headline calling attention to one of its particular uses, or some peculiar feature about it which would recommend its use, would be more likely to attract attention than a mere mention of the article itself.

W. Buschman & Co., Cleveland, O., use a good headline. Here we find the articles for sale made a part of the headline. The headline makes a statement that, while terse, is sure to remain in the mind of the reader. "Ideal Summer Furniture" means a whole lot. The illustrated pieces of furniture help to add force to the headline.

Become a Depositor

with The First State Bank

¶ Your funds will be kept in absolute security.

¶ Payment by check provides indisputable receipts in the form of returned cancelled checks.

¶ Every courtesy and facility is rendered the small as well as the large depositors.

The First State Bank

CAPITAL \$250,000 TOTAL RESOURCES OVER \$300,000
J. W. DOWNARD, Pres. J. F. MORRIS, Vice Pres.
OEO C MORRIS, Cashier

Banking

Made
Convenient

For all at this Bank. We are conveniently located, offer every facility for promptness in banking, and wish to do business with you.

For security, note our resources of over One Million Dollars.

4 per cent paid on savings accounts.
Safe Deposit Vaults.

Clement National Bank

The direct command as a headline is recognized by advertising experts as a powerful factor in modern advertising. It is a factor in getting people to make up their minds at once. "Become a Depositor with the First National Bank" has much more force than "Banking Made Convenient." The talk in these two advertisements, First State Bank, Gainesville, Tex., and the Clement National Bank, Rutland, Vt., are both convincing, but the former's headline has the greater force. This style of headline has made business, good business. All will remember the phrase, "Let the Gold Dust Twins do your work." That is a good headline because of its direct command.

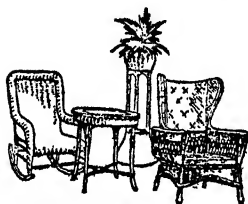
In the advertisement of A. B. Rheinhart, Grand Forks, N. D., the command, "Buy Garden Hose Now," has great force, because it appeared at a time when every one was enthusiastic over their garden plans. "Get the New Hat Today" is another example of the direct command. Matthews Co., Dallas, Tex., in making this command, remind many men that they have made up their minds to get a new hat, why not today?

Pick up any ancient copy of a magazine and look over the adver-

tising pages and you will find headlines of all kinds, some good, some bad, some indifferent—mostly indifferent. Pick up a recent copy and the headlines will stand out from each page as prominently as modern brains and science can force them to. These headlines are a good study for the retail advertiser. From them he should be able to glean a great deal of information. He can easily recognize those that appeal to him and those that don't, and a comparative study of the two classes should teach him just the kind he ought to use to get good results.

Headlines should be as short as possible. The fewer words used the better. It should contain the gist of the whole advertisement when it is practical to crowd it into a few words. The most important thought should be there at any rate.

"Fly Time Hardware" is a short, crisp headline taking in screen doors as well as window screens. The Rogers Hardware Co., Limited,



Ideal Summer Furniture

We are showing an unusually large and complete line of Handwrought Willow, Reed, Craft, Rattan, Mission Green Furniture. Cool, restful, possessing great durability.

The soft greens, browns and natural tones combine in good effects with summer draperies. Suitable for living room or veranda-use.

Chairs, Rockers, Tables, Couches, Settees, Couches, Hammocks, Lawn Swings, etc.

W. Buschman & Co

514 1/2 Street, Opposite Rose Building
Entire Third, Fourth and Fifth Floors

Fly Time Hardware

Get ready for the flies 18 inch, 9 yd. 24 in. 32 yd. 36 in. 42 yd. 30 in. 36 yd. 36 in. 42 yd. 36 in. 42 yd. 42 in. 21 yd.

Spring Hinges, Door Springs, Screen paint.

Wholesale and Retail.
The Rogers Hardware Co Limited

Get The New Hat Today

Fall hats are ready—both soft and stiff styles are shown in snappy shapes and correct shades that will appeal to men who dress well.

In soft hats, creased crowns will have the call, though telescoped and pinched crowns will be worn a great deal.

It denotes the tendency is toward low crowns with wide brims slightly rolled—but there are shapes a plenty that all men may be fitted in a becoming style. Ask to see our \$5.00 hat. It's a Belmont and worth all the price.

Matthews Co.

Charlottetown, P. E. I., say "Get ready for the flies, 18 inch, etc." This part of the advertisement is not at all carefully prepared.

One authority has asserted: "The business of the headline is to convince the reader at sight that the advertisement concerns him, and if the advertisement is what the headline promises, it will do its work."

Blind and mysterious headlines have seen their day and have gone with the medical advertisements of a decade or more ago, that were disguised as reading notices under misleading headings.

**"We may be crazy—
But we ain't no fools."**

is a headline used by a firm in California, and shows to what lengths some advertisers will go for the purpose of being original. The headline does not show what the advertisement is about. There is no clue to the kind of goods sold—nothing to connect it with any kind of business. This kind of advertising is more harmful than otherwise to the firm using it.

**If You're Willing to Pay \$5.00 Extra to Get "Trusted" for
a \$15 Suit, Don't Come to Blach's for Clothes**

Blach is here trying to take a fall out of the credit stores, but is merely calling attention to them. It may be true that stores giving credit charge more for their goods even when they advertise that they do not. But there are a lot of men who are willing to pay more if they can have their own time to pay in, and this slap in the face will only advertise the installment stores more thoroughly than ever.

500 Men Wanted To Buy Peerless Safety Razors.
These Razors are the Latest, Etc.

This is a modern example of a sensational headline. It is a blind or misleading headline, and as such should be avoided. It will never sell razors and it will never bring the five hundred men wanted to that store.

There is another kind of headline that is sensational and misleading

IT'S TIME to discard your
straw hat and come out in
a new soft or stiff one.

Our showing this season is
the largest we've ever made.

"The Wrinkle Is a Winner"



DUNLAP
HATS

McKahne

PRESTON
HATS

in character, and much more repugnant to the finer sensibilities of the reader. That is the scare-crow headlines, such as, "Instant Death," or, "Horrible Accident," etc. Some advertisers are fond of these disgusting exhibitions of poor taste, but fortunately as they become educated in the gentle art of advertising, they abandon their ill-timed humor. The Cunningham adver-

DEATH!!

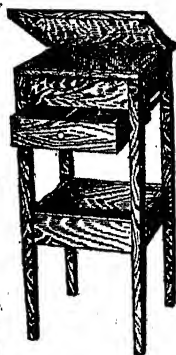
Of De Vault Stock Sale!!
THE WIND-UP! THE WIND-UP!!
To-Day and To-Morrow!
Slaughter of Odds and Ends
Slaughter of Odds and Ends
Slaughter of Odds and Ends
Slaughter of Odds and Ends
A Dime Buys a Dollar's Worth
In This Last Scramble for Odds and Ends!
Come! and Tell Your Neighbors and Friends to Come!

67c
68c
69c
70c
71c
72c
73c
74c
75c
76c
77c
78c
79c
80c
81c
82c
83c
84c
85c
86c
87c
88c
89c
90c
91c
92c
93c
94c
95c
96c
97c
98c
99c
1.00

CUNNINGHAM'S-918 Main

SATURDAY SPECIAL
MILLER, STEWART
and BEATON CO.

413-15-17 So. 16th Street



Sewing Table—Like illustration, made of solid oak, finished dull or polished, has two compartments and a drawer; well constructed, and a very desirable piece of furniture, special for Saturday,
each..... **\$2.75**

SATURDAY SPECIAL

All our samples of fine carpet, many worth up to \$2.25 per yd., each sample contains 1½ yds., just the size for a rug. We have divided these into three lots:

Lot No. 1..... 25c
Saturday, only..... 25c
Lot No. 2..... 75c
Saturday, only..... 75c
Lot No. 3..... \$1.00
Saturday, only..... \$1.00

tisement reproduced here is a sample of this senseless style of advertising. Let the retailer put lots of ginger and snap into his headline. Let him season it with common sense. Let him boil it down. Then serve it attractively in a suitable dress of type and it will catch the reader's eyes from the midst of dozens of other advertisements commonplace in construction and display.

Make the headline tell some part of the story of the advertisement so that the reader will have something to remember. As the title of a book should give the public some idea of its contents, so the title, or headline, or catchphrase of an advertisement should indicate the character of the advertisement.

In the advertisement of Leopold Morse Co., Boston, Mass., we have two headlines. The first, "That Trip," and the second, "Are you Equipped?" Taken separately, both are meaningless. But taken with the illustration, one naturally comes to the conclusion that "suit cases" is the subject of the advertisement. But when we read the text we find it is all about clothes.

In E. M. Kahn & Co.'s, Dallas, Tex., advertisement, the headline is run in with the text. This is not so bad in an advertisement that one may read at a glance, but in a larger advertisement it would be weak.

Henderson's Inc., Norfolk, Va., says, "Quit Experimenting!" Quit experimenting in what? Henderson solves the question. We are of the opinion that the word "Restaurant" should be made more prominent in some way. The headline will in many cases rouse curiosity enough to secure a reading of the first few lines in which a good deal of the story is told.

In the Miller, Stewart and Beaton Co. advertisement, we have a confusion of display lines. The name of the firm is made more prominent than the headline itself. This should never be, as it is sure to make the latter less effective.

E. M. Richardson, Lockport, N. Y., hold their own, but this headline is rather meaningless after all. It is used to correspond with the illustration

Norfolk's Finest—Henderson's Restaurant.

Quit Experimenting!

GO to Henderson's and solve the question of Restaurant Superiority without further loss of time.

Thousands have hit the "Highway of Restaurant Goodness," and are jogging merrily along the road, made so pleasant since the advent of Henderson's.

Moderate prices are the sign boards on this road that point the way to true economy.

Come on!

Henderson's

66 GRANBY ST
W. Frank Jordan, Pres't
Phil. Roskam, Sec'y and Treas.
J. Elwood Henderson, Mgr.

It's as simple as 1-2-3
It's as easy as 1-2-3



THAT TRIP

Over Sunday and the Fourth.
What about Manhattan
Shirts, Soft Negligees with
collars to match, Straw Hats,
Sailors or Panamas?

ARE YOU EQUIPPED

with Outing Shoes? Remember we are headquarters for Men's, Young Men's and Boys' apparel of all kinds and at the latest prices.

Leopold Morse
ADAMS SQUARE

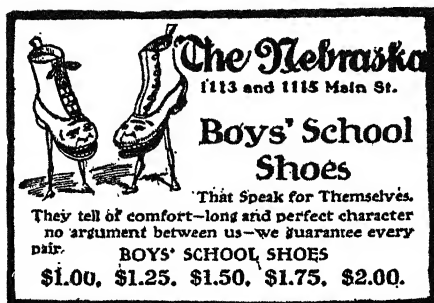
WE HOLD OUR OWN



against any one in the jewelry line. We do this by careful, shrewd buying and by our polite and practical method of adding only a fair profit to the actual cost and never misrepresenting goods to our customers.

If you may let us see you may feel sure it is right and that you have paid no more than a fair price.

E. M. RICHARDSON,
JEWELER & OPTICIAN
ST. MARK STREET, LOCKPORT, N. Y.



which is likely to arouse a feeling of curiosity in the minds of some readers.

Milton Flory, Bangor, Pa., stretches a point when he uses the illustrated headline in the advertisement reproduced. There is altogether too much display. It is out of all reason.

Let the headline reflect the central idea of the advertisement

whenever possible. "A fine diamond is a visible investment" is a good headline for a diamond advertisement. "The material for mixing" is too ambiguous to be of any use. "The materials for mixing paint" is good.

Make the headline as direct and as suggestive as possible and it will catch the attention of the reader.

CHAPTER VI.

ILLUSTRATIONS

IT is not our intention in this chapter to explain the processes by which each kind of engraving is done. We are going to pass over the technical side of the question altogether and deal merely with the effects that illustrations have on the value of the advertisement.

The force of a good cut in an advertisement is its power to centralize the general idea of the composition. It is to the advertisement what the bud of the rose is to the flower. The bud, gradually unfolding, brings to view the fulness of the flower, with all its variations and adaptations. So with the picture in the advertisement—it first attracts the mind, which, in its study, gradually expands along the outlined ideas until the product in the whole extent of its meaning opens up in full bloom and significance.

Some advertisers seem to have an idea that a picture in an advertisement is nothing more than a little embellishment added to it, and by reason of that fact catches the eye of the reader. A good, forceful illustration will catch the eye of the reader because the mind is ever glad of a change. It usually rests first upon the most attractive spot on a printed page. For that reason alone it pays the advertiser to illustrate his advertisements.

These eye-catching illustrations must be pleasant and may be partly humorous. They must never offend the good tastes of the reader, nor hurt the feelings of the most sensitive. In the Millard advertisement, here shown, the illustration is used purely for the purpose of attracting attention to the advertisement. It serves its purpose well, for the picture is pleasant and attractive.

The picture in an advertisement may help to strengthen the impression one gets from the headline upon first sight, but unless it is capable of impressing the thought the advertiser wishes to convey it is little better than an eye-catcher, and is occupying space that might better be given over to type matter or white space.

Many advertisements are spoiled by poor and inapt illustrations. Any one critically inclined will be side-tracked on seeing a "jack-knife" cut of a shoe, or an abortive attempt at illustrating a hat shape. An illustration is apt to be misleading, unless designed very carefully, and in this way damage may result instead of good.

The illustration used by The Nebraska is a very poor idea to use for shoes that are supposed to wear well. Illustrating a gaping sole is not as good as picturing a good, sensible pair of shoes that look as if they would stand lots of hard usage.

The object of using an illustration is to vivify or give emphasis to the composition, as well as the goods advertised. This being the case, harmony between the cut and the matter should be considered of first importance.



**OF REASON TO
EXPECT BUYING
COAL**

At Its Present Prices

Winter is but a short while
off and your own judgment
should warn you that now
is the time to lay in your
supply.

Let us add:

Don't Be Caught Napping!
Milton Flory,
32 North Main St.,
BANGOR, PA.

Perfect \$2⁰⁰ Shoemaking

My \$2.00 "Helen" Shoes for women are perfection in \$2.00 shoemaking. The new styles in both "Helen" boots and oxfords now on my shelves are as near to the most stylish \$3.50 shoe models as ingenuity and skill can make them.

The button boots, for instance, have that low, rakish, masculine top pattern that you usually have to pay \$3.50 for. Every little detail in "Helen" shoemaking is correct and in accord with new ideas. This is why so many women wear "Helen" shoes.

\$2⁰⁰

Millard,

Broadway, Troy



These young men are wearing our clothes.

Young men are keen observers of style and fashion.

That's the very reason this store is so popular with them—years of study has perfected this important department of our business—today we sell and please the most critical.

Always ready with the new things in shoes, hats, furnishings.

HASTINGS CLOTHING CO.



No words can explain the fineness of the quality and styles of our HATS for men and young men. Only your personal inspection can convey that to you.

Will you call and look?
\$2 to \$6.

Peterson & Adler
QUALITY SHOP
110 W. WAB ST. SOUTH BEND, IND.

What Do You Need
For your summer home, anything in the way of Table Silver?

Fruit Knives,
Orange Spoons,
Ice Tea Spoons,
Lemonade Spoons,
Ice Spoons,
Good weight pieces at right prices.

J. A. WEISS & SON
JEWELERS & OPTICIANS

The very best illustrations that can be used are those that illustrate the goods advertised. Clapp, Toledo, O., advertise stoves and illustrate stoves; Peterson & Adler, South Bend, Ind., advertise hats and illustrate a hat on a man's head; Bedell, Brooklyn, N. Y., advertise a dress and show its graceful lines on a beautiful model. Illustrations used in this way are unquestionably very valuable.

Broas, Galloway & Co., Bay City, Mich., use a stock cut. This cut is not a bad one, because it shows at a glance just what is being advertised—hats.

The cut used by the Hastings Clothing Co., San Francisco, Cal., is practically worthless. That of J. A. Weiss & Son, Montgomery, Ala., is not a bad cut, but the headline should correspond with it and say something about tableware.

When the article is such that it can be illustrated in use it is far better to do so, than to show a mere cut of the article itself.

Furniture lends itself to illustration in either way. A chair may be illustrated as simply a chair, or it may be illustrated as part of a room. There is one thing that should be carefully observed in selecting illustrations, and that is in selecting ones that do illustrate. Take the illustration in the "Hub" advertisement:

Clothing or Furniture, which? Could you tell at a glance? It is equally suitable for either and suitable for neither, from that very fact.

Care should be taken to select cuts suitable for the work intended to be done. Half-tones make fine illustrations in booklets that are properly printed on calendered paper, but they produce mere blotches on newspaper stock.

Newspaper cuts should be cut deeply; the outlines should be strong and heavy; there should be but little detail, and that should be coarse and rugged, so that every line will be brought out faithfully upon the rough and porous newspaper stock.

Half-tones are now being made with very coarse screens, especially for newspaper work, but on the whole they are not as satisfactory as ordinary line drawings. They are apt to become filled with ink and give but a poor impression. We have seen

CHAPTER VII.

THE INTRODUCTION OR ARGUMENT

ADVERTISEMENTS should never be prepared in a hurry. It is advisable for the merchant to have a stated time for the preparing and planning of his advertisements. Ideas will come at all times throughout the day, and should be jotted down in a notebook for the recording of advertising ideas. Many good ideas are lost through thoughtlessness in this matter. At times the merchant will find a book

of this kind a positive necessity, for he cannot always think of the best things for the occasion just when he wants to.

Every word in every sentence should mean something. All unnecessary phrases and words should be omitted, for everything in a sentence requires attention to understand it, and the more attention is diluted, so to speak, the less will remain for that part of the sentence which is supposed to put forth the strongest points. Short, meaty sentences should be used. Long sentences are apt to be confusing to many minds.

In writing advertisements the vital part will be found to rest in the introduction or argument. The headline may catch the eye, but if the introduction following does not contain some concise statement, a reason why, the reader is apt to think the advertisement dull and not worth reading through.

In the advertisement of Levy, Memphis, Tenn., we have a splendid introduction. It is full of interest to the reader. "You never saw their equal under \$25; they're the most remarkable values in Memphis at \$15." There is double strength to that statement. Then the paragraph following

**Special Sale of
Women's and 'Misses'
Stunning Fall Suits**

\$15

**You Never Saw Their Equal Under \$25.00;
They're the Most Remarkable Values
in Memphis at \$15.00.**

These Suits at \$15.00 will prove a surprise to you. They are designed in strict accordance with fashion and tailored in a better way than you ever saw under \$25.00. The materials, linings and trimmings are all superior to those shown in any other suits in this town at the price. Plain tailored models with inlaid velvet collars and cuffs, others trimmed with braid and velvet, and also in sailor effects. Coats are lined with guaranteed satin. Skirts have loose or stitched panels. We have these in a wide range of colors, the much wanted hard-finished mannish worsteds predominating, in both misses' and women's sizes.

A bargain surprise
at

\$15

100 S. MAIN ST.
Levy's
LADIES' TOGGERS
PHONE MAIN 1862

clinches the argument and compels an assent to the assertion made in the argument. Manly M. Gillam, in a recent article, says:

"The mission of advertising copy is to inspire interest.

"'Ho, fellows, here's a snake!'

"Every boy within hearing is headed for the cry. Strike the right string and it matters little how you strike it—the music will be fetching. Head an advertisement of solid agate with the one conspicuous word 'Rheumatism,' and every sufferer of that sort who sees the page will notice the advertisement, and read it.

"Back of all really successful advertising copy is belief and enthusiasm.

"I used to hear now and then a preacher who droned on of eternal fires and sizzling souls—with his audience half a sleep. Let the weakest sister in a congregation shout 'Fire!' because there is fire, or she thinks there is fire, and something will happen. No odds what the sister wears, or if her voice be full or cracked, her word stirs just the same."

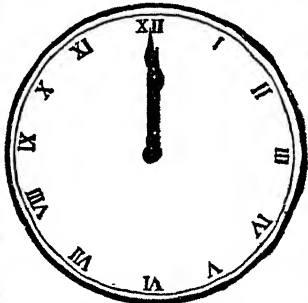
This advertisement of Levy's is sure to draw the crowd because it is full of human interest. It says in effect, "Here's your remarkable values," etc.

The Avalon Bakery, Topeka, Kas., brings out a good argument for the use of their bread, cakes and pastry. A few more words about their value and quality might have added interest to this advertisement.

The Standard Lumber Yard Co., Dubuque, Iowa, desire to call attention to several classes of men that they sell certain kinds of building material. Perhaps it is a hard thing to advertise these things very attractively. It is far better to advertise one thing forcefully in each advertisement.

It is said that a Philadelphia clothing house long printed daily newspaper advertisements in which a large section of the stock was briefly summarized—"Fall overcoats \$12 to \$30, suits \$10 to \$35," etc. Under the advice of an agency its daily space was quadrupled

LUMBER!	LUMBER!
<p>WE CALL special attention of farmers, contractors, builders and consumers of all kinds of lumber to our Premium brands of Shingles, Roofing, Building Paper, best quality of Portland Cement, and everything in the building line carried in a first-class Lumber yard. Wire Fence and Patent Gates. Long Joist and Heavy Timbers a specialty.</p> <p>It will be to your interest to get our prices for large or small quantities before you buy.</p> <p>Remember our established reputation for superior grades and prompt service.</p> <p>STANDARD LUMBER YARD CO. SEVENTH and JACKSON STS. DUBUQUE, IOWA.</p>	

	<p>12 o'Clock and Com- pany Coming</p> <p>Did you realize how convenient it was to get all you needed for a splendid quick lunch at the Avalon Bakery all prepared and ready to eat—O. K. Bread, Layer Cakes, Cream Horns, all kind of pastries, and remember we can furnish you the best potato chips made.</p>
<p align="center">The Avalon Bakery</p>	

and only a single suit or overcoat shown. This daily suit or overcoat was advertised most thoroughly, however, with a talk on methods of making, materials, etc., average prices, and a fine style of illustration showing the garments on a live man in a live attitude. The result of such concentration became apparent immediately. In a few weeks from thirty to sixty men were coming into the store every day, bringing the clipped-out ad with them and saying, "I want *that* overcoat, *that* suit." Increase in sales of garments advertised was so great that soon prices had to be omitted from the ad because certain sizes in certain grades could not be supplied.

The Standard Lumber Yard Co. could follow the example set by this Philadelphia firm to their own advantage.

Don't be funny in your advertisements. Here is an example of how not to do it that recently appeared in a large advertisement:

 *
 * **PETTICOATS** *
 *
 * What about petticoats—as pretty as silk, and not a thread *
 * of silk in them, is what we say about as pretty a line of *
 * petticoats as any bald-headed man would like to look at. *
 *

The last nine words of that argument kills the whole advertisement. No respectable woman but would consider that a direct insult. Bald-headed men might laugh over it, but then they would not buy a petticoat for the purpose of having it to look at. The women are the buyers of these articles, and the advertisement should be directed to them. The argument should be framed to appeal to them. Not one woman would be influenced to buy from that advertisement, and many would be afraid to enter the store and inquire for them, for fear the salesman might be as familiar with her as the ad-writer was.

There should be no necessity for a statement like this:

"When you want reliable footwear buy them of a firm that is reliable. We do business on business principles and treat our customers square."

If a merchant does not do business on business principles and treat his customers squarely he will very soon find that he has no customers.

Here's another example of an advertisement that appears very frequently under different guises:

"When you want clothing be sure to get our prices."

No one would go out of his way to get prices when live merchants print them every day. Why not describe a line or two, and quote the prices? It would be more business-like. Here's another:

"We sell Brown's hats—
We need say no more."

Why need there be nothing more said? Are Brown's hats so well known that no reader of the advertisement could be given any further information? Are Brown's hats all the same style? Are there never any new styles in Brown's hats? Granted that every reader of the advertisement had heard of Brown's hats, don't you think it would have been using valuable space to better advantage if the advertiser had tried to induce some one to buy an extra hat?

The Saks & Company, New York, N. Y., advertisement was written by a man who was at that time very much in the public mind and was looked upon as very much of a philosopher. It is possible that the

THE OVERCOAT DE LUXE

An Advertisement by Elbert Hubbard

¶ Harry Selfridge stated a great big undeniable truth when he said, "You may print in capitals for short sighted people to be able to make out what you say, but exaggeration defeats its own ends."

¶ So when I state that Saks & Company create the finest fall and winter overcoats in Manhattan I am taking chances of spoiling an otherwise perfectly good advertisement.

¶ It takes "team work" of master clothes-crafters to build a good, also good looking overcoat. It isn't enough that the garment shall keep the biting blasts of Broadway from your Adonis-like figure, but it must make an appeal to the clothes critics that throng the Great White Way.

¶ There is an aristocratic richness about Saks' overcoats that insures individuality and exclusiveness to the wearer. But then a Saks overcoat will not page you up Broadway either. It just gives you class on the Avenue de l'Opera of America.

¶ I have said that it is worse than foolish to be clothes conscious, but I realize that a man with a bum fitting overcoat cannot enter a lobster palace without feeling like one. So I advise any man who on business or pleasure bent, touches elbows with gentle femininity, wearing apparel which announces The Latest Hour in Paris, to have Saks & Company furnish him an overcoat de luxe.

Broadway

Saks & Company

34th Street

strangeness of this advertisement, its difference from others, made it worth while.

Charles C. Casey, in an appeal for more imagination in advertising, says:

"A jewelry advertiser who had been using up scores of adjectives trying to tell his ad readers how nice his watches looked, discovered that imagination could be set in motion by the printed word.

"Instead of saying, then, that his watches looked nice, he approached the subject from the buyer's point of view with descriptions like this:

"A watch that you'll be proud for your friends to see."

"The reader's imagination unconsciously builds up from that sentence a better picture of the watch than a whole dictionary full of adjectives could picture. If the watch was one that he would be proud of, it was surely a nice watch—to him.

"Instead of saying that his watches were accurate, never gaining nor losing a second, and a lot of other things that the mind automatically questions, he said:

"Time that you can depend upon, always."

"That is human interest. It is approaching the buyer from his own side of the argument. It is letting him convince himself. It is letting him supply the adjectives."

An effort to give the people what they want and an effort to tell why they want it, why it will wear or satisfy, why it is superior to that made or furnished in the past, why it is cheaper at the present prices than some articles that are sold for less should be the advertiser's sole aim. All these are points that will give the advertisement that tone which will gain the confidence of the people, the quality which will make it appeal to the sense of economy or high value, the worth that will make it profitable to the man who has paid for and promoted the advertisement.

Every store has some goods that no other store has. Perhaps the goods are of higher quality, or of a more reliable make, or bought at a lower price, and are consequently being sold at a lower price. Whatever the superior points, whether of store or of goods, these should be exploited. The facts should be honestly stated, and reasons for the facts given as concisely as possible. Let the public know about these things. You may know it, but if you don't tell it no one else will.

The argument should be set in Roman type—that is, the ordinary style of newspaper type. It should be larger, of course, for the eight-point type, which is usually used in a newspaper's reading columns, is not large enough to be attractive. A large open-face on a ten-point body can easily be read, but when space permits a twelve-point face is much

Boys' School Shoes

The great variety of Boys' Shoes we carry affords a wide range for selection.

Box and Gun Metal Calf for serviceable, nice, smooth shoes. Oil Grain for real heavy wear and skin calf for general wear. We handle all leather boys' shoes only.

Our prices too will interest you.

C.F. Bower

Johnstown, N. Y.

more preferable. Sometimes the first two or three lines are set in twelve-point and the following in eight- or nine-point, as in the following argument:

Comfort and durability in shoes are first consideration with people careful about their health; and they are our first thought in designing our shoes, no matter how low the price or how dainty the design. And the stocks of shoes that we have here at the present time prove that these qualities need not be costly; nor need they be absent from the smartest and most stylish shoes that are made.

CHAPTER VIII.

THE DESCRIPTION OF THE ARTICLE ADVERTISED

Get a
pair of
these for
your child

All sizes from
the infant up
to size 2 for big
girls, choice,
\$2.00 \$1.00
values



SOME merchants seem to think that the important object to be gained in advertising is to let the public know that they keep certain commodities for sale, such as shoes, hats, clothing, etc. They do not think it is necessary to tell the kind of shoes they have. They just say "Shoes," and expect the anxious public to rush in and buy. Some will add a claim to have "the largest stock at lowest prices."

That in itself isn't much of an inducement to the public. Each purchaser may be presumed to want only one pair at a time, but they want a certain kind. They have made up their minds beforehand as to just what they want. When a merchant's advertisement shows the reader of it that he will likely find the kind he wants at that store, he will go there to see. If he finds what he wants he buys it—if the salesman is a good one he buys anyway.

There are usually several merchants in a town handling the same kind of goods. If one merchant has an especially good article he will gain the confidence of the public by telling something about it. If he has exactly the same line as his competitors he can make the public think that his line is better by fully describing it.

Contrast the two shoe advertisements of C. F. Bower, Johnstown, N. Y., and Payne Shoe Co., Topeka, Kas. At a glance one finds that in the former advertisement there is really no description at all. In the latter there is something definite offered—something described in a business-like way.

Some advertising experts say, "Tell your story quickly, and allow plenty of white space to make the advertisement stand out." That is very good advice, but the trouble is some merchants carry it to extremes.

Here Is a Proposition


you cannot afford to overlook

75c to \$1.25

reduction on all

Oxfords and Pumps

during our July clearance sale



Matthews Shoe Store
606 Kansas Avenue

Lengthen the sentences, and sacrifice white space if necessary, for at any cost the advertiser should make himself plain. The advertisement may, as the result of a little crowding, be a trifle less conspicuous, but it is far better to convince a few than to mystify a thousand.

The advertisement of Matthews Shoe Store avoids every form of description, merely mentioning oxfords and pumps and showing a stock illustration.


Hackett, Carhart & Co., New York, N. Y., practically leave the reader to fill in their own ideas of what are

being offered. It has become customary with many advertisers to say, "Suits formerly \$25, now \$15." The reader of this advertisement has no means of knowing anything about these suits except the price. Not a word is said about color, pattern, weight, cut, etc. Surely this is not the best way to advertise.

The advertisement of Morris & Butler, Boston, Mass., is surely brief enough, yet in this advertisement there is a fair description of this hammock. The price is given, the material and color are made plain, and we are distinctly to understand that the price quoted includes shield and mattress, and that the hammock is complete, ready for hanging. The description is as complete as the hammock is said to be.

Advertisers should never lose sight of the fact that they are trying in their advertisements to show people why they should spend their money for certain goods the advertiser has for sale, rather than go elsewhere for them.

Bald statements do not belong to present-day advertising. It might have done a dozen years ago, but the present-day advertiser has to get a mental move on him if he wants to interest the masses. That's it—to interest the masses. If John Smith has anything they want and will sell it for little money they are interested at once. But other merchants, as well as John Smith, are trying to coax them to buy, so John Smith must do something more than they. He must convince them that he is not only selling at the low price advertised, but that the article is better value.



Radical Price Revisions
INVOLVING OUR ENTIRE STOCK OF

High Grade Suits & Overcoats
FOR MEN & YOUNG MEN

Formerly \$16 to \$20	At \$12.50
Formerly \$25.00	At \$18.50
Formerly \$28 to \$30	At \$21.50
Formerly \$35 to \$40	At \$24.50

Radical and Conservative
made for Men and Young Men,
Men, in sizes 32 to 44.

Hackett Carhart & Co.
241 Broadway, at 12th St. 243 Broadway, near Chatham St.

Don't say your goods are "the best in the world," for that is a bald statement, and of no value; tell the people why they are the best.

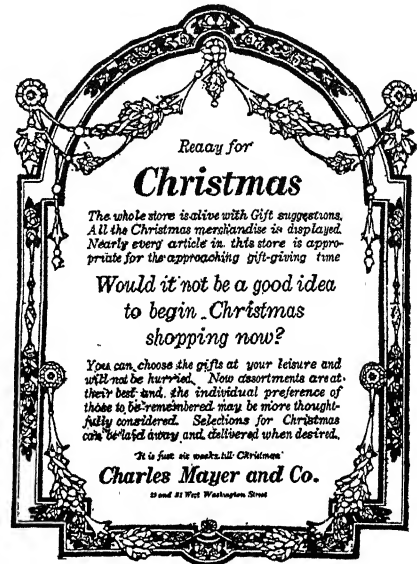
The advertiser who desires to call attention to some particular service he offers, or to the appropriateness of his wares for a certain purpose, makes a very serious mistake when he assumes that every one who reads the advertisement knows all about the store.

Charles Mayer & Co., in their large Christmas advertisement, say not one word about the goods they carry. This advertisement will serve for any other store by making a change in the advertiser's name—and it will only be of value in advertising to customers that know the store well.

If you study the advertisements of the largest retail houses in the world the first thing that such a study will show is that they go into details regarding quality, make and price. A person must be interested

before he will buy, and he cannot become interested until he gets a clear idea of what it is the merchant has for sale.

Here are a few thoughts expressed only recently by one of the highest salaried advertising managers of one of New York's largest department stores:



"Description of goods will bring more people to a store than prices.

"People of a better class come to see the offerings.

"Unless the advertiser knows his goods and values he is in danger of over-rating the value in his advertising.

"Advertising description should tell humanly interesting things about the goods.

"The greatest amount of fact must be compressed into small space.

"Description must be interesting as well as reliable.

"Description must stimulate interest.

"Merchandise must be described in a bright, snappy way.

"An examination of store advertising day by day will show a great deal of description that does not describe the goods.

"Adjectives cannot be substituted for information.

"Advertisements should educate the public in grades of goods and real values."

A merchant cannot write a trade-pulling advertisement unless he knows the goods he advertises. The salesman who makes it a point to know about the dyes in coloring the cloth, or about the weaves of the goods, or about the reputation of the makers of the article, will sell more goods by telling his customers what he knows about the material and explaining to them why the line he offers is better than that offered by others. It is the same in advertising. Tell the public all about the wares for sale, and the sales will go up.

Advertising is coming more and more to be regarded as salesmanship. The advertiser must study to tell the reader just the proper points to make him interested. Then when he calls at the store and examines the article, and finds it as represented the sale is concluded.

Hulse Bros., Middletown, N. Y., have ample material for making a good advertisement, but fail to do so because they make their advertisement too general. They seem to think that all they have to say is "jewelry," and the public will buy it.

Phelps & Perry, New York, have a much better advertisement, because they go into particulars more deeply. They really tell something worth while about their business and offer an inducement for the public to deal there.

The advertising columns of the newspapers are being conned eagerly, day by day, by readers, and they really vie with the news columns in interest to the public. People are getting into the habit of looking for store news as for anything else, and even men who sneer at their wives for their habit of bargain hunting, find themselves unconsciously running

over the advertisements to see what inducements are being offered in shoes, negligee shirts, clothing, etc.

Talk is cheap, so give the public facts. Encourage them to look for your announcements by refusing to cheat them with blandishments, funnyisms, generalities, bald statements, or other substitutes for actual information about your goods or prices.



An Observing Woman

notes how much more attractive other women are when the jewelry adorns their person. To such a woman our present display of dainty and exquisite articles in gold and silver, set with precious and semi-precious stones, will make a strong appeal. We invite you to call and inspect our large and splendid stock.

HULSE BROS.

Jewelers and Diamond Merchants. 9 James St.

Aim at educating your constituents in regard to your store and its goods. A flaring announcement will not accomplish this; neither will general advertising of the most modern type. You must interest people

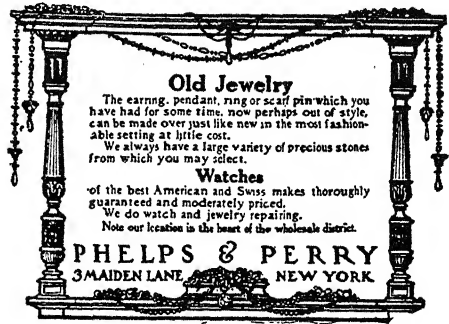
by making definite statements about the goods and prices. If you try to tell them everything in one advertisement they will remember nothing.

Pick out specialties that are representative of their special class and push them from time to time. Remember, also, that it is not mere cheapness that catches people. You have to convince them that you have what they want, as well as cheaper, than your neighbor.

The public have grown very discriminating, and it is surprising how familiar people are becoming with the stocks of the local merchants and how readily they recognize their relative merits.

Women will read descriptions of articles by the page, but men are not so ready to store away such knowledge for future use. In writing descriptions, then, of articles of men's attire, or for men's use, they should be shortened as far as possible without impairing the picture that is intended to be conveyed to the reader's mind.

A good rule to follow when in doubt is: Describe the article fully, in popular language; technical terms are not known to all readers.



CHAPTER IX.

PRICES

THE most interesting part of any retailer's advertisement is the price of the article advertised. Unless the price is mentioned its value cannot be compared with other articles. The article may be so glowingly described and so forcibly praised that one reader out of ten may be able to judge its real value. The other nine may place its cost much higher than it is and decide that it is not within their means. Purchasers should be told the price—it is necessary if values are to be compared.

Advertising means telling things, giving information, all the information. There are some merchants who are evidently of a different opinion, and who believe in telling some things and leaving others untold until they get the customer into the store. Perhaps the idea of only telling half would be all right if the advertisement would bring people to

*Quality first, fast
and all the time*

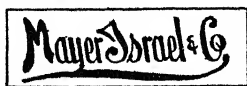
CLOTHES FOR SCHOOL BOYS

"If you don't find it at Mayer Israel & Co. you won't find it anywhere."

With this advice a customer was sent to our Boys' Department the other day by a lady who does a great deal of shopping and buys lots of boys' clothes.

That's a leadership which we deserve by having won. If you have a boy to get in readiness for School opening it will pay you to come to headquarters for his wearables.

Suits, Hats, Shirts, Underwear, Blouses, Extra Trousers and the like.



714-716 CANAL STREET

wares fully, but would rather have the price left out. They say, "The price is pretty high, and folks might think it is too dear, and not come to the store to see the article at all. If they come to the store we can show the good points of the articles, and their good qualities, and then the price won't seem so high. Then again, if we can't sell them that article, we can, perhaps, sell them another and cheaper one." That manner of argument sounds right, but it is really wrong.

To become interested in the description of an article, only to find in the end that the price, one of the most important pieces of information, has been omitted, is, to say the least, disappointing—and it is suspicious, too. "The price of that must be 'way up" will be the first thought of the reader, who is not likely to seek further information, while under that impression.

In the advertisement of Greenbaum, Topeka, Kas., we find three specials offered at the same price. Each

the store as surely as the telling of the whole. But it will not. It will interest some, while others who are looking for just the information omitted will go to the store that advertises the full information about its goods.

It is telling things that really brings the public in search of the articles they have been told about. That being true, as much information as possible should be forthcoming in a merchant's advertisement.

The more one tells the more one sells.

Other merchants there are who like to describe their

GREENBAUM
PROPER APPAREL FOR WOMEN
605 Kansas Ave.

Topeka's New
Garment Shop

Topeka's New
Garment Shop

Our Special Offerings for Monday New Reversible Coats

Fashioned out of all-wool mixtures in light and dark tan, green, brown, gray and lavender. They come in a number of styles and can be worn on either side. A special feature is a neat shopping bag of the same material with shoulder cord attached, which goes with each. These are very late creations and well worth your inspection. A very special value at.

\$17⁵⁰

A Large Selection of Velvet Dresses

We have just received a nice assortment of these beautiful dresses in a number of different colors and styles; elegant new models, easily worth \$22.50—special, Monday.

\$17⁵⁰

A Fine Lot of Norfolk Suits

Just in from the Eastern markets—25 new Norfolk Suits in the shipment, in tan and gray mixtures. They are lined throughout with satin, and man tailored. The skirts have panel front and back. They are easily worth more than the special Monday price of

\$17⁵⁰



SUITS TO ORDER

\$15

Fine Clothes Little Cost at

Would you object to saving \$10 to \$15 on a suit of clothes?
 Wouldn't you just as soon buy a suit for \$15 as to pay \$25 or \$30 for the same suit at another place?
 We are convincing men every day that the Scotch Tailors alone can make good clothes at \$15 per suit. It's this way: we buy for our chain of stores on the Pacific Coast, buy in immense quantities, and get lowest prices where other stores have to pay more; therefore have to charge more. Get a Scotch suit—the stylish perfect fitting kind—and save \$10 to \$15.

Scotch Tailors
 330 S. Spring St.

offer has the price shown prominently and must in itself attract attention.

In the E. D. Kiam, Houston, Tex., advertisement, the large display prices will also attract attention, but the description is so inadequate that the prices are practically meaningless.

Mayer Israel & Co., New Orleans, La., in their advertisement, put up a good argument, but quote no prices. If these two advertisements could be fused together the result would be an advertisement that would fill every requirement.

No store ever lost its dignity by advertising prices. If the prices are honest prices any store may state them with dignity. In fact, honest prices lend dignity to any store's advertisements.

Quoting a high price never yet lost a customer. If the price is too high, whether it is stated in an advertisement or by a salesman, the sale will not be made. If the price isn't quoted it is taken for granted by some as a pretty sure indication that it is too high for the article described.

It does not hurt any business to quote high prices on high quality goods. People expect high-class wares to be high-priced. They are usually willing to pay a good price for a good article, and will do so without quibbling over it. But it is not policy for a store catering to all classes to advertise high-class goods all the time, for then the store may gain a reputation of being high-priced. Such an impression often prevails where there are no real grounds for it. By advertising high-class goods part of the time and the lower-priced varieties at other times, the store gains a reputation of being large and of carrying a great range of values. When advertising high-grade goods, quality of the article should be particularly emphasized, and when advertising cheap or low-grade goods, the keynote of low price should be sounded loudly. In the Scotch Tailors' advertisement, we have an example of an "eye-catcher" made by the prominent and

E. D. KIAM

School Suits
FOR
Your Boy

Bought at a big bargain and selling at about half price.—Come, let us fit up your boy today.

BOYS' \$5.00, \$6.00 and \$7.00 SUITS...	\$3.50
BOYS' \$8.00, \$9.00 and \$10.00 SUITS...	\$5.00
BOYS' \$12.00 and \$15.00 SUITS....	\$7.50

E. D. KIAM

School Days Are Here

Four points worth
remembering
about our

School Shoes

Fit right—
Made right—
Wear right—
Priced right—

\$1 to \$3

Special—Free—a
pair of extra good
Children's Stock-
ings with each pair
of boys' or girls'
shoes bought here
during the next 10
days.

Landay & Cohen

"The Quality Store"

208 West Chestnut Street

We close at 6 p. m., Satur-
day excepted.

peculiar character of the price. It would catch the eye from any portion of a densely printed page.

Usually the price is what clinches the sale, isn't it?

After other essential facts have been presented and considered, the price is the final argument—it is the final bid for the customer's money.

Most folks want to know what an article costs before they even consider making a purchase.

When the public is thoroughly familiar with the quality and value of a brand of goods, the price, if it is a special inducement, is all the argument needed.

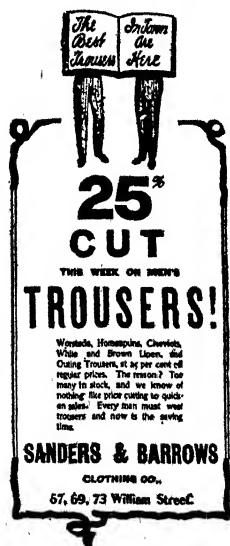
But when the standard of quality is not generally recognized or appreciated, some statements or arguments as to quality are necessary in order to demonstrate the value, represented by the price at which the article is offered.

The statement of the price, with perhaps some additional comment of relative values, is, therefore, logically considered as always necessary in inviting a purchase.

Landay & Cohen, Philadelphia, Pa., quote prices in a general way—" \$1 to \$3." This is not specific enough. Let them take from their low-priced line one style of shoe and describe and price it. If they have no more space to devote to other lines, it is permissible and advisable to say, "other lines up to \$3". On the other hand they could describe the \$3 line and say, "other grades down to \$1."

In advertising a retail store it is always the best policy to advertise some specific line, give a full description and quote the price. If the advertisement occupies sufficient space more than one item may be specialized in this manner.

If it is a shoe store that is advertising a school shoe that is particular value at \$1.50, any man or woman with common gumption will know that the store carries other grades of shoes. More than that they will conclude that the store handles men's and women's shoes also. If the shoe dealer fears that the public will believe he has only one grade of school shoes he might still advertise his \$1.50 grade as a type of his school shoes and add "other grades \$1.00, \$1.25, and \$2." He might



The Best Trousers Are Made Here

**25%
CUT**

**THIS WEEK ON MEN'S
TROUSERS!**

Worsteads, Homespuns, Chevings,
White and Brown Uxens, and
Oxing Trousers, at 25 per cent off
regular prices. The reason? You
must be quick, and we know of
nothing like price cutting so quick-
en sales! Every man must wear
trousers and now is the saving
time.

SANDERS & BARROWS
CLOTHING CO.,
67, 69, 73 William Street.

also tack on to his name the phrase, "The Family Shoe Store." By advertising a different line each time the advertisement appears, he can thoroughly advertise a larger number of articles than he can by merely mentioning a long list of articles and quoting prices that are meaningless without adequate descriptions of the articles listed. The larger portion of the readers of any merchant's advertisements are people who read the papers regularly and who read the advertisements as regularly as they read the papers. It is likely then that every advertisement is read, and where articles are fully mentioned and priced the stock soon becomes fairly well advertised to every reader of the paper.

In advertising special sales, or leaders, the price should receive prominent display. The advertisement in which prices stand out boldly will attract attention from the class who are always looking for bargains. On the other hand, a prominent display of prices is looked upon with doubt and distrust unless explicit reasons are given for the low prices.

Quarter-off sales are very frequent these days. In the advertisement of Sanders & Barrows, a cut of twenty-five per cent. is advertised in trousers. This is meaningless to a great many people. The merchant should remember that there are many men who have not had the advantages of a good school education. They can read sufficiently to understand our language, but they would be unable to figure anything on a percentage basis. For this reason the original and the cut price should be mentioned in such an advertisement.

In the grocery advertisements of H. F. Goodrich and E. L. Brainard, Chardon, O., there are two ways shown of quoting prices. In the former advertisement, the price reduction is shown by deducting five per cent. from the bill. The amount, 13 cents, is so small that the reduction will not be appreciated by people who are used to reading about goods quoted at half price in other lines. Thirteen is H. F. Goodrich's unlucky number. Brainard's table of prices is intended to

The CASH and QUALITY Grocer

The sample below is to show the OLD AND NEW WAY OF SAVING MONEY on groceries by dealing at the cash grocery. Look it over and see the discount that we give to every customer that trades at any store. We do this simply because (as I have said before) most customers here are not here to pay for the good buys. This is a big item—I can't prove it as follows:

Old Way (Credit Style)		New Way (Cash Style)	
Sugar	\$1.00	Bacon	\$1.00
1 lb. Corn Meal	.25-	1 lb. Best Tea	.25
Coffee, 2 kinds	.20	Coffee, 2 kinds	.10
2 lb. Baking Powder	.10	1 lb. Baking Powder	.10
Soap	.25	Soap	.25
1 lb. Soda	.05	1 lb. Soda	.05
1 lb. Raisins, best grade	.10	1 lb. Raisins, best grade	.10
Bottle of Vanilla	.10	Bottle of Vanilla	.10
Salmon, Alaska	.15	Salmon, Alaska	.15
Pork Tomatoes	.15	Pork Tomatoes	.15
Quart Molasses	.10	Quart Molasses	.10
		75c Molasses	.15
	\$2.68		\$2.68

This is just merely to show the way we are doing business after getting into cash business. No saving—try it.

H. F. GOODRICH GROCER

Telephone No. 40

PROMPT DELIVERY

Try Cash—Not Credit

You will find you can buy at lower prices for cash than on credit. You will thus save money and keep out of debt; try it.

COMPARE OUR PRICES WITH OTHERS'

1 lb. of sweet Flax.....	\$6.65	1 bar of Luster Soap.....	.25c
100-lb. Best Breakfast Sugar.....	\$5.60	1 box of Glycerin Mending Soap.....	.25c
100-lb. Best Crimped Sugar.....	\$4.65	1 small York Powder.....	.25c
100-lb. best Crimped Sugar.....	\$4.65	4 cans of great Green Soap.....	.25c
10-lb. can of Bleached Flour, Chicago Brand.....	.95c	8 cans of good Fat.....	.25c
10-lb. best Meal.....	.75c	2 cans of good Soap.....	.25c
1 cup White Flour.....	.25c	2 quart-size Taper Candles.....	.25c
1 cup, Best Rice.....	.25c	2 cans of good Fresh Fruit.....	.25c
1 pkg. Best Corned Copra.....	.25c	3 tin size can ALUMINUM.....	.25c
1 pkg. Sweet Potatoes.....	.25c	10 lbs. of fine Tea.....	.25c
1 lb. about 12¢ per lb.....	.25c	1 tin Pine Polo Cream per lb.....	.25c

How much can we save if we live economically? Is the question today.

A—A good assurance is our Bargain Department, consisting of Thins Exchanged Here, Woolens, Wares, Glassware, Fine China and Hand Painted Ware—unlike presents for everyone. Come in and look them over, at

E. B. Brainerd's No. 2 Opera Bk.

Clerks, Ohio

show the offerings made. The reader is supposed to make his own comparisons. This mode of advertising the advantages of cash prices is better than the other.

Sanger Brothers, Dallas, Tex., make a combination offer that might be duplicated with good results in other localities.

The manner in which the prices are displayed in the twin panels, advertising drawers and corset covers, is very attractive. This feature of telling the price first and then naming the article offered afterward has more in it than appears on the surface. This style is very attractive in full-page advertisements, of which this reproduction is a part.

How about the Appearance of your Ads?

H. Bobbs
CLOAKS & SUITS
SPECIALTY, ILL.

SPECIMEN SIGNATURE DESIGN

Sanger Brothers

CLEAN-UP SALE OF

Boys' School Suits

Here is an opportunity for investment in Boys' School Outfits at a saving of about 50 per cent.

Schools will open in a few weeks and you can buy in this sale

A Suit } All For
A Blouse Waist } \$3.35
A Pair Hose }

These Suits are heavy enough to wear until the first of the year. The real values of these garments are from \$5.00 to \$6.00, but, in order to carry out our well-defined policy not to carry over goods from season to season, we offer them regardless of loss to us.

Boys Clothing—New Basement.

New Autumn Millinery

Fresh and bright as the morning, incorporating all the new fashion ideas of Paris and New York. Is it a little too hot for a dark hat? No matter; it's worth your while to come and look and inquire and get the first impression of the coming authoritative styles.

Millinery Section—Fourth Floor.

Visit Our Hairdressing

Shampooing and Manicuring Parlors on Sixth Floor, managed by Mrs. J. Fluffy and three expert assistants. Try one of our vibratory scalp treatments for 50c, or twice for...

Corn cuts.....25¢ Braids dyed.....\$1.00
Puffs made of hair combs, each.....25¢
Braids.....\$1.50 to \$2.00

Children's Hair Bobbed and Shingled.

READ OUR AD ON PAGE 13.

Sanger Brothers



Drawers

With full, fluffy lace flounce, embroidered, trimmed drawers, and many beautiful hemstitched and tucked styles, from 19c to \$7.50.

At 19c PLAIN MUSLIN DRAWERS—Three to six.

At 25c MUSLIN DRAWERS—Lawn ruffle, hemstitched and tucked.

At 39c UMBRELLA DRAWERS—Wide ruffle, cluster of tucks with ruffle of five tucks, also hemstitched tucks and hem.

At 50c UMBRELLA DRAWERS—Cluster of five tucks, deep tucked ruffle, lace insertion and wide lace edge.

At 75c UMBRELLA DRAWERS—Made of fine Cambric with deep ruffle, two clusters of fine tucks and wide Valenciennes lace edge.

At \$1.00 DRAWERS of long blind embroidery and tucks, insertion and wide lace edge.

At \$1.25 DRAWERS—Beautifully trimmed with lace in embroidery, also cluster fine tucks with tucks lace insertion and edge.

EVERY GARMENT IS MADE OF GOOD MATERIALS, GENEROUSLY SIZED.



Corset Covers

Elaborately trimmed with delicate lace insertions, lace and embroidery edges, bandings, ribbons, etc. Corset Covers with rows of full ruffles, to wear with shirt waists. Prices from 10c up to \$7.50.

At 10c CORSET COVERS—Rouge suit, made of heavy cotton, French style.

At 19c CORSET COVERS—Made of muslin, trimmed with Valenciennes lace and embroidery.

At 25c CORSET COVERS—Made of Nainsook, trimmed with Point de Paris lace and insertion.

At 39c CORSET COVERS—Embroidery trimmed, neck and arms, others tucked yoke, with lace insertion and edge.

At 50c FRENCH COVER—Rouge front, also square neck, front and back with ribbon and wide Hamburg trimming.

Others at 75c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$7.00, \$7.50.

Beautiful styles trimmed with real lace and hand embroidery.

EVERY GARMENT IS NEW AND FRESHLY BEAUTIFUL.

CHAPTER X.

DISPLAY

IDEAL display is the proper arrangement of type, border and cut, whereby the maximum of prominence is given to an advertisement, or any specific portion of it which requires it. If, among a score of advertisements on a page of a newspaper, there is one which stands out above its neighbors, that advertisement is sure to be properly displayed. It was the contrast between that and its fellows which caused the display, hence, display might properly be called contrast.

There are many ways in which a merchant can secure this display or contrast. The most general methods used are conspicuous types, borders, cuts, trademarks or some special form of set up. Either of these means can be made effective in the hands of any one who has made a study of type.

When an advertisement is printed in ordinary newspaper type, across two or more columns, it should be leaded, as it makes it much easier to read. When it is only the width of one column it does not matter so much, as the eye is accustomed to the close lines, but even then when space permits it is better leaded.

An advertisement should never be left to the tender mercies of the printer regarding display. Some indication of the style of display should be given in a dummy. When a merchant does this he must make some effort to master the principles of display, for there is nothing so aggravating to a printer as to be asked to do impossible things with rules and type. He should compare advertisements he sees in his daily reading. He should carefully analyze those that seem good to him to find out just the point that has made the display attractive. He must also carefully calculate the number of words required to fill a certain space, and see that he is not asking his printer to put fifty words in a space capable of containing only half that number.

All display lines should be set in the same style of type, although several different sizes may be used. Many printers, if left to decide this question, will use as many different faces of type as they can, and think they are doing the merchant a favor by doing so. This kind of hodge-podge is not display, and is really a detraction rather than an attraction in an advertisement. When too many styles of type are used, none are prominent, all seeking prominence.

The Smartest Girls in Town Are Wearing

"Fall Styles"

Because the styles, materials, fitting qualities, colors (and immediate wear comfort) are better than the six, seven, eight and ten-dollar kind and cost just one-half as much.

Guss Calif. Pat. Calif. Viel Kid. Dell Kid. or Club Top.	3.50	Tan and Black. Russet Calif. Ivory Kid. Suede. Cravenette.	4.00	Silk Satin. Silk Velvet. Tan Russia. Black Russia. All shapes.	4.50
The Pair		The Pair		The Pair	

The Store of Famous Shoes

Pietzuch
UNAPPROVED P.T.S. W.H.S.
RACE, NEAR ARCADE

For Quality **Pietzuch** For Style

We are showing now five hundred styles. All shapes, all leathers. Pietzuch Men & Boys-17-18

An advertisement that has too many display lines or sub-heads will present a gray appearance to the eye. One good, strong headline, with the body of the advertisement set solid is much more attractive.

In the Pietzuch, Cincinnati, O., advertisement, there are too many display lines. The whole advertisement gives one an impression that there were so many things to be emphasized that in the end none were given prominence.

White space is as attractive as type matter, but should never be used at the expense of interest-

esting and edifying reading matter. In the olden time the printer would allow no little white spaces to show. If there happened to be any of these little white spots appearing he promptly filled them up with some kind of fancy figure or curlicue. These often detracted the reader's attention from the text.

The white space in the German Trust and Savings Bank, Dubuque, Iowa, is by no means wasted. It is an eye arrester and throws the rest of the advertisement into a solid whole that is pleasing in appearance.

In Isaac Hamburger & Sons, Baltimore, Md., the manner in which

Mark Twain

was once asked, "Of all your books, which do you consider the best?"

He promptly replied, "My bank book."

The man or woman, boy or girl, who earns some, spends less, and has a savings pass book on this bank, is on the road to success.

Have you one?

German Trust and Savings Bank
Cor. 13th and Clay Streets

Capital \$100,000 Undivided Profits \$65,000

PETER KLAUER, President. A. F. HEER, Vice-Pres.
N. C. GINDORFF, Cashier.

20 Per Cent

off our complete stock of the most exclusive and select assortment of Art goods, imported direct by us from the art centers of the world. Such opportunities do not occur often, not last long. This includes

Enamel Vases,
Silver Vases,
Silver Boxes,
American Glassware,
Italian Marble,
Cut Glass,
Japanese Screen,
Marble Light Fixtures,
Marble Vases,
Ivory Statues,
Royal Vienna Vases,
Royal Sèvres Vases,
Royal Bonn Vases,
Royal Tivoli Vases,
Chinese Jardiniere,
Wooden Tobacco,
Silver Chinese Vases,
Crystal Brevards.

JACCARD
J. WELLY CO.
112 Main St.

the illustration is shown, outside of the advertisement proper, is sure to attract the reader's eye. (See page 62.)

A neat article of publicity is stronger than one showing a slovenly make-up. The more attractive a merchant makes his advertisements, the more effective they will be as money-makers.

In the Jaccard advertisement we have a tone and dignity that proclaims the store as a store of quality. We have in this advertisement an announcement of a special sale so different from the "Slap! Bang!" style used so often by many stores. The display in this advertisement could not be improved.

Matthew's Shoe Store, Topeka, Kas., have a very neat display and one that will attract much attention. The use of rules forming steps below the cut fills the white space and forms a resting place for the eye so unaccustomed to this style of display.

Every style of type used in an advertisement should be perfectly legible to the untrained eye. Plain types are best for advertising pur-

The Bull Pup in Our Window

Is attracting lots of attention. It has a pedigree and is every inch a thoroughbred. Take a look when you're down this way or better still come in and make his acquaintance—neither barks the shins nor bites the toes.



Matthew's Shoe Store

606 Kansas Ave.



Tomorrow Morning We Inaugurate a Late Season Special Six-Day Carnival.

It is a carnival in every department—and a very emphatic cut to the quick throughout our entire store in price. Deliberately and with systematic thoroughness we have gone over our stock and have gotten out and on display for your inspection tomorrow morning overstocks, wherever there were any, and small lots of all sorts and descriptions, left from the season's immensely heavy selling. Every article is new, this season's merchandise, very desirable, and only cut low in price, because part of a remnant lot. Clothing items and Boys' department items will be found in tomorrow morning's Sun. Come early!

CARNIVAL IN VESTS.

15c and 25c SOCKS AT 10c

25c Brighton Garters! 15c

CHOICE FOR \$1.00

600 SHIRTS at 59c

GREAT SHOE DOINGS

\$1.50 GLOVES FOR 79c

Hamburgers.

BALTIMORE AND HANOVER

23c

**Children
Are Again Flocking
To School**

For another year of study. They will be confined indoors several hours a day, and read more or less by lamp. Nightly home. It is important to relieve any strain upon eyesight that affects their nervous health.

**Now is the Time to
Protect Their Eyes**

by using light which is congenial
There is no illuminant so gentle as the electric light and none so beautiful
Do not put off a matter of so much importance.
Hire your own house-wired this month.

THE DAYTON POWER & LIGHT CO.

**Children
Are Again Flocking
To School**

For another year of study. They will be confined indoors several hours a day, and read more or less by lamp. Nightly home. It is important to relieve any strain upon eyesight that affects their nervous health.

**Now is the Time to
Protect Their Eyes**

by using light which is congenial
There is no illuminant so gentle as the electric light and none so beautiful
Do not put off a matter of so much importance.
Hire your own house-wired this month.

THE DAYTON POWER & LIGHT CO.

poses. The artistic and highly ornamental styles should be left for artistic printing. Too many display lines set in capital letters should be avoided, because they are hard to read. Lower case letters (small letters) are much more easily read at a glance and should be used wherever possible. For the same reason condensed styles of type should not be used to any extent, although they effect a saving of space where space is valuable.

In the Eastman Kodak Co., Rochester, N. Y., advertisement, we have a splendid example of an open display, while in its companion, advertising Flintkote Roofing, is shown a solid display—too solid for newspaper advertising, although considered good for magazine copy.

The Bell-Dana Co., Columbus, O., advertisement will attract the eye, but will it receive a reading? The same play

on the advertiser's name could be secured by the use of a border design in a manner that would compel a reading.

The Dayton Power & Light Co. advertisement shows an elaborate preparation of a design, but it fails to be very clear, because the plug end of the electric light bulb is not shown. The display lines are apt to be misunderstood, as it looks very much like an optical advertisement.

A border is a very effective means of giving display to a small advertisement, and should always be used. These borders should never be of

PICTURE MAKING

is as easy as

PICTURE TAKING

by the

KODAK SYSTEM

With the KODAK FILM TANK the novice can produce in full daylight, negatives equal to those produced by experts by the dark-room method.

Anybody can make first class prints on VELOX (there's a grade for every negative)—any time and by any light.

Let us send you copies of our booklets—"Tank Development" and "The Velox Book."

EASTMAN KODAK CO.
ROCHESTER, NEW YORK
The Kodak City.

the fancy order. Plainer and heavier borders are best for newspaper advertisements.

Italics, moderately used, denote emphasis. But when every other word of a story is printed in italics, the effect is neutral, since the words in Roman are as prominent as those printed in italics. The same applies to the use of display words in the body of an advertisement. When used moderately, the effect is to give certain parts of the advertisement more emphasis than the others. When immoderately used, their use in effect amounts to no display whatever, since the parts not intended to be displayed receive as much prominence as the parts intended to be displayed.

Attractiveness does not mean

THE BELL-DANA CO

142-144 N. THIRD ST.

113 N. LONG ST.

Three Rooms Complete, \$75.00.

As the young married couple starts out in the world leaving the paternal roof, and all the things belonging thereto behind, it then becomes necessary, figuratively speaking, for them to feather their own nest, to make the house home-like and radiant with cheer. The essentialness of a happy hearth, that thing that weaves the bonds of matrimony closer is made productive in an atmosphere of the comfortable-bordering on luxury. When we say luxury we do not mean those things enjoyed by the idle rich, or anything in fact that is expensive, or beyond the means of ordinary individuals. Good practical furniture, the kind that is made to be comfortable, the kind that tends to enhance the home, is the one great thing that is conducive to blissful content. To the young couple about to feather their nest, let us say that no where in Columbus can they find furniture that will convert a barren house into a veritable paradise, at such a reasonable price as, at our store-and moreover we sell on the credit plan! See us before buying and we will furnish

OUT-FIT

elaborate design, variety in type faces, nor gingerbread ornamentation. Advertisements should be written and displayed so that they, from their simplicity, the style of type, position and everything else invite perusal. This is the secret of technical attractiveness, not gingerbread type effects.

A M A N

PUTS HIS FOOT

Down gingerly if he has one or two aching sensitive corns. If we could whisper

IN HIS EAR

that our American Corn Cure will take off his corns in less than a week, easily and conveniently, and he would take our advice and get a bottle he would be sure of foot comfort. He would have no need to trust of his feet. See a bottle, enough for a whole crop of corns. TOWN SECOND FLOOR, ALLEIGH, Druggists, 26 Third Street.

Make Your Money Earn 5%

A good investment is one that is perfectly safe and reliable, and at the same time affords a reasonable profit.

American Water Works Bonds

offer an investment possessing both of these essential features. They are unconditionally guaranteed by the company issuing them and are further secured by double their value in real estate. Conservative business men consider them especially desirable. We are selling these bonds at a price that will yield 5 per cent.

Our Book "Water Works Bonds" contains much information of value to the investor. Ask for it.

The Scranton Trust Company
516 Spruce Street

Make Your Money Earn 5%

A good investment is one that is perfectly safe and reliable and at the same time affords a reasonable profit.

American Water Works Bonds

offer an investment possessing both of these essential features. They are unconditionally guaranteed by the company issuing them and are further secured by double their value in real estate. Conservative business men consider them especially desirable. We are selling these bonds at a price that will yield 5 per cent.

Our Book "Water Works Bonds" contains much information of value to the investor. Ask for it.

The Scranton Trust Company
516 Spruce Street

Make Your Money Earn 5 Per Cent

A GOOD INVESTMENT

Is one that is absolutely safe and reliable and at the same time affords a reasonable profit.

American Water Works Bonds

Offer an investment possessing both of these essential features. They are unconditionally guaranteed.

By the company issuing them and are further secured by double their value in real estate. Conservative business men consider them especially desirable. We are selling these bonds at a price that will yield 5 per cent.

Our Book "Water Works Bonds" contains much information of value to the investor. Ask for it.

The Scranton Trust Company
516 SPRUCE STREET

Make Your Money Earn 5%

A GOOD INVESTMENT is one that is perfectly safe and reliable and at the same time affords a reasonable profit.

American Water Works Bonds

offer an investment possessing both of these essential features. They are unconditionally guaranteed by the company issuing them and are further secured by double their value in real estate. Conservative business men consider them especially desirable.

Our Book "WATER WORKS BONDS" contains much information of value to the investor. ASK FOR IT.

The Scranton Trust Company
516 SPRUCE STREET

We show four settings of the advertisement of the Scranton Trust Company, two of which are good and two are bad.

These are reproduced so that the student of advertising may make comparisons of them and study out the reason why two are good and two are not so good.

We also show several pages of displayed advertisements for similar study. Some are fine specimens, while others are not so good. A study of these will aid the advertiser in deciding upon his own displays.

CLOTHING
CLOTHING
CLOTHING





Walk In This Morning to the Beginning of Our Big 6-Day Discount Price Carnival

THIS AFFAIR is an innovation with us, but it affects every department in our store. Deliberately and with systematic thoroughness we have gone through our stock and brought out everything left over from the season's great sales and great regular selling. Carnival prices, here noted, should make these perfectly good specials, all from genuinely desirable this season's merchandises, exceedingly attractive.

Black Tails and Breeches at Carnival Prices.		170 Suits..... \$14.00	
115 Suits..... \$12.50	130 Suits..... \$13.50	125 Suits..... \$17.00	
110 Suits..... \$12.00	120 Suits..... \$11.00		

Entire Stock of Heavy Overcoats Reduced: up to \$25. **\$10.00**

Lighter Overcoats charged for:

Heavy Stock of Men's Suits at Carnival Prices.		25.00 Trousers..... \$2.50	
25.00 Trousers..... \$1.50	25.00 Trousers..... \$3.95	25.00 Trousers..... \$5.00	
25.00 Trousers..... \$1.50	25.00 Trousers..... \$5.00	25.00 Trousers..... \$5.25	
25.00 Trousers..... \$1.50	25.00 Trousers..... \$5.00		

Entire Stock of Men's Suits at Carnival Prices.

22 Suits..... \$17.50	22 Suits..... \$14.00
22 Suits..... \$16.00	22 Suits..... \$16.50
22 Suits..... \$12.00	22 Suits..... \$17.50
22 Suits..... \$12.50	22 Suits..... \$18.50
22 Suits..... \$12.50	22 Suits..... \$22.50

50 Rubberized Slip-On Coats at HALF PRICE.

Entire Stock of Black and Oxford Heavy and Medium Weights Overcoats at Carnival Prices:		250 Overcoats..... \$18.50	
115 Overcoats..... \$10.00	115 Overcoats..... \$12.00	115 Overcoats..... \$21.00	
115 Overcoats..... \$12.00	115 Overcoats..... \$13.50	115 Overcoats..... \$25.00	
115 Overcoats..... \$13.50	115 Overcoats..... \$16.50	115 Overcoats..... \$25.00	

BOYS' DEPARTMENT ITEMS AT CARNIVAL PRICES

Boys' Suits, double-breasted coat and knickerbocker pants, good substantial materials, in desirable patterns, cut full and well made. Regular \$5.00 suits, \$2.50.

Boys' Suits, double-breasted coat with either straight knee or knickerbocker pants, in smartest stylish patterns of velvet and cheviot, cut very full and splendidly tailored. Regular \$1.50 and \$3.50 suits, \$1.75.

Ladies' and Boys' Cost Sweaters that were \$3.00 \$3.00 \$4.00. Now \$1.50, \$1.50, \$2.

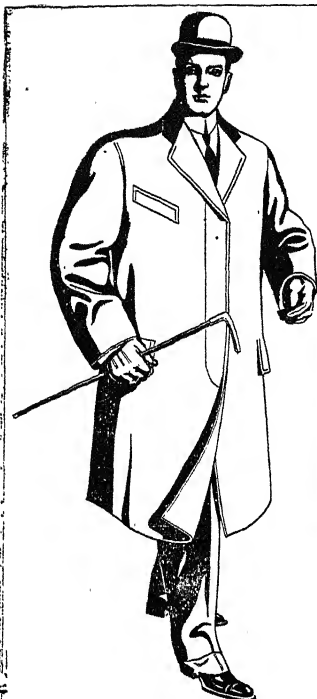
Boys' 250 Suspenders, 17c.

Boys' extra quality black hose, full fashioned foot and extra full elastic leg; sizes 7 to 11. Regularly 50c. Special 35c. 3 pairs for \$1.00.

Boys' 150 Pajamas white and colored, sizes 4, 6, 8 and 12 years, 75c.

The Carnival Spirit is at work quite as vigorously in our Men's Furnishings, Hat and Shoe Departments as here—Prices include you there accordingly.

ISAAC HAMBURGER & SONS
Baltimore and Hanover



**"Dandy Looking Coat!
Must be One of Richter's"**

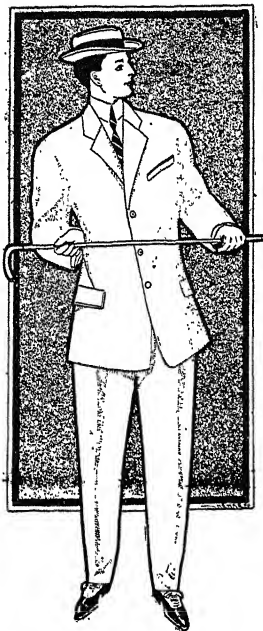
The sniggering chaps whose clothes you so much admire are, no doubt, patrons of the "Wetive Shop." The fact that I am making more clothes than any three Columbus Tailors indicates that I must be giving my customers something they can't get elsewhere.

Overcoat or Suit, \$20, \$25, \$30 or \$40

The Columbus Tailoring Co.

F. C. Richter, 149 North High St.

Visitors 11 a. m. to 7 p. m.



**HERE'S A
SPRING BEAUTY**

There's genuine style in every stitch—observe the witty, clean-cut lines of the trousers; note the full-breasted effect the waist is giving hold over the nifty waist line, the snug, close-fitting collar, with the slightly rolled lapels—this is the favorite Spring model, the correct thing. As a rule, we're the first to make it.

The popular shades for Spring are Grey, Green, mustard, Elephant Brown and Tan. Here they all are in profusion; here also you'll find drawers, men, cutters, tailors, the best money and experience can give, ready to make you the needed looking, best wearing suit you ever had.

\$20 \$25 \$35 \$40

Come in Monday and sit back while our real and hearty staff serves you.

F. C. RICHTER

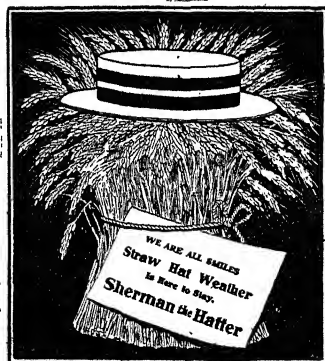
Columbus Tailoring Co.

149 North High St.

Ask us for a pocket watch, our price, 75c.



**"THESE 'PIPPINS'
ARE RIPE
SHERMAN
THE HATTER
27 SOUTH HIGH."**



**We're Ready for Fall!
Are You?**

We're a bit proud of the stunning lay out of Fall suits that we have at our shop now.

Every train has been bringing in style-stuff from the Fashion Centers, until now our shelves resemble a rainbow.

The "Swad Fellows" down East say "Green"—so we bought green—green and shades of green, and say, but green makes up beautifully in a suit.

When you see the line you'll want to buy six suits—you will hardly be able to decide which one you want, the cloth is all so pretty.

I have just added eighteen tailors to my shop, and can turn out work in better time than ever before—but don't put off ordering too long, we'll get a chilly ones before you know it—many ways get into the game and be one of the first to show what's what in clothes.

\$20 \$22.50 \$25 \$30

**F. C. RICHTER
Columbus Tailoring Co.**

149 North High Street

"The Talk of The Town"



"The Talk of The Town"

RICHTER SUITS

\$25.00

I have seen it in papers, in cars and on signs, I have heard it mentioned a million of times, I have asked every man I happened to meet, At the theatre, ball park, club, on the street, When I venture my question, 'tis met with a frown, You really don't know—"The Talk of The Town?" With single accord they have all said to me, 'Tis of clothes wondrous fine, made by Richter (F. C.).

Columbus Tailoring Co.

F. C. RICHTER

149 North High Street



JOSEPH HORNE CO.

PENN AND FIFTH AVENUES.

Monday, July 12, 1909
Weather—Fair.

REMNANTS

and Odd Lots To-Morrow—everything Remnant Priced to make the day the best of bargain days—Remnant Prices all over the store from upper floor to basement—every odd lot of garments for Men & Women, Boys & Girls, all the surprises of things for the house, every remnant of piece goods brought out to make selection varied. This page only tells a little about the event—just enough to show what we intend doing in a bargain way.

Odd Lots Women's Garments

We're not going into detail regarding the cloths and styles and finishes, and the other points connected with these Summer garments. You'll be content to know that they'll meet any criticism you can bring to bear upon them from any point.

What You'll Find in Suits
A Summer Coat.
An opportunity to get the money so important. All kinds of coats, just arrived in time for to-day, 100 new \$12.00 Rep Coat Suits, 100 new \$12.00 Rep Coat Suits, which we'll sell for \$5.00 a suit. Blue, gray, tan. Medium long coats, mid-summer style skirts.
\$ 2.00 for \$10.00 to \$20.00 silk and lace jackets.
\$ 3.75 for \$27.50 Panama jackets.
\$ 4.00 for \$20.00 Panama jackets.
\$ 1.00 for \$15.00 Raincoats.

Other Tailormade Suits!

McCreery and Company



IMPORTED WASH GOODS DEPT.

REMNANTS AND DRESS LENGTHS OF Imported and Domestic Cotton Dress Goods, Including: Mousseline, Gingham, Flannel, Poplin, Linen, Washings, Solatite, Hamle Linen and all the handsome Novelties.
AT HALF AND LESS THAN HALF PRICE.

DRESS LENGTHS AND REMNANTS OF D. & J. Anderson's, and Wm. Anderson's Gingham, hams, Piques, Roman stripes and checks.
AT HALF PRICE.

In this lot there are approximately 1,500 yards of D. & J. Anderson's Gingham at 22½¢ per yard.

DRESS LENGTHS OF Colored Linens and Novelty. AT HALF

Odd Lots Women's Furnishings

And let us tell you there is a whole lot of things in this list that you'll need and appreciate for the balance of the Summer, but you'll appreciate more the attractive Remnant Day prices.

Odd Lots of Corsets

THE FAMOUS HUNTER CORSET, battle only, \$2.50 for the \$1.00 and \$1.00 grade. ROYAL WORKMASTER SAMPLE CORSETS at \$1.00 a pair from \$2.00, at \$1.25 from \$2.50, at \$1.50 from \$3.00.

Women's Underwear

To offer these dainty French undergarments at such reduced prices is not at all complimentary to the French women who put in many laborious hours fashioning them by hand. But odd lots, no matter whether they are the finest or just the medium qualities, must be cleared out at this particular price.
\$ 7.50 French-made Petticoats \$10.00, Extra.

McCreery and Company



Store Closes 5 P. M.—Saturdays 1 P. M.
Restaurant Will Not Open On Saturdays.

Quality Considered, Prices Are Lower Here Than Elsewhere.

A REMNANT SALE PRELIMINARY TO INVENTORY

WILL BE HELD TUESDAY AND WEDNESDAY, JULY 13th and 14th.

THE REMNANTS ARE OF A GREATER VARIETY THAN IN ANY PREVIOUS REMNANT SALE.

LACE AND EMBROIDERY DEPT.

Laces and Embroideries AT VERY GREAT PRICE REDUCTIONS. "Abian, Cluny, Irish and French Flies" "Giles and Hains"—9 to 12 inches cut lengths of one to six yards.

BEDDING DEPARTMENT. Old Lots of Counterpanes, Blankets, Sheets and Pillow Cases AT REDUCED PRICES. Counterpanes, Crochets and Dainty Counter

Remnants of Dress Fabrics

Whatever you want, satins, dress woolsens, dress cottons, you'll find it in this list.

Colored Dress Goods.

A great lot of different lengths in satins, Scotch effects, crepes, and lots of other cloths, elegant colors, at these prices:

FANCY SUITINGS that formerly sold for \$25, tomorrow 15¢ yd. DIFFERENT WAVES of ALL WOOL DRESS GOODS, any amount of pattern, in from 1½" to 2½" yd. EVENING SILKS—ST FETAS and MIF length four

McCreery and Company



LINEN AND WHITE GOODS DEPT.

Remnants of Plain White Goods AT HALF PRICE.

Persian Lawns, India Linens, Victoria Lawns, Wash Batistes, Perline Lawns, Swiss Mulls, Long Cloth, Valises, Piques, Cambrics and Organdies.

One to five-yard lengths, 12½¢ to 50¢ per yard. Formerly 25¢ to 71.00

Remnants of Fancy White Goods.

AT HALF PRICE.

St. Gall Swisses, Striped Mulls, Stripes and Piqueed Batistes, Figured Lawns, Bordered and Checked "Pique" Fabrics, Embroidered Mulls, Swiss Mulls, Long Cloth, Valises, Piques, Cambrics and Embroidered Piques, Poplins, and English and Scotch Shirtings.

One to ten-yard lengths, 12½¢ to 75¢ per yard. Formerly 25¢ to \$1.50

Remnants of White and Colored Dress Linens

Plain and Fancy Dress Linens in Tan, Pop-socking, French Piques, German and Irish weaves, in the newest shades. White Dress Linens in Irish, Austrian, Swiss and French weaves.

ery suitings, art linens.

CHAPTER XI.

PUFFS, READING NOTICES, WANT ADVERTISEMENTS

READING notices are of more value to the retail merchant than is usually conceded by experts. But even among merchants who have gone into that kind of advertising there is apt to be a diversity of opinion as to their value, yet they continue to use them.

A reading notice of any kind has a certain amount of value because the public reads them as matters of news and not as items of advertising. If the sentiment expressed is of any value the reading notice will be valuable also.

The reading notice goes to the reader as a particular view of the editor of the paper and, as such, may have more weight than if the same ideas were expressed over the merchant's own name in the advertising columns. This extra weight depends upon the paper and its prestige, to some extent.

Here is an advertisement that recently appeared in several places among the news items of a local daily:

"White does good shoe repairing." tf.

Now this reading notice has all the earmarks of an advertisement and does not pose as anything else. It will be read because it is short and the sentiment expressed is quickly taken in by the reader. As such it is good advertising.

The local merchant often feels that as a large user of advertising space he is entitled to considerable free reading notices. He often gets them, but where he gets them free his competitor gets them free also. Free things are apt to be of little value or are in reality often being paid for far beyond their actual worth.

The merchant is no more entitled to free reading notices, unless it is a part of the contract, than the editor of the paper is entitled to free groceries or shoes. The space in the paper is the publisher's stock in trade, and is for sale at a certain price, just the same as the merchant's stock is for sale. It is as reasonable for the one to expect free groceries whenever he requires them as for the other to expect free reading notices.

A reading notice when given purely as a news item is of much more value than a "reader" that every one knows is an advertisement. When given as a news item it should have none of the earmarks of the advertisement about it.

Some years ago the medical advertiser used reading notices very freely. Small and large spaces were used. Sometimes the item was disguised as a telegraphic dispatch. The first few lines when read were apparently real news, but the item soon developed into an advertisement of a medicine. That kind of advertising is positively of no value to-day. People who read such items are mad at themselves for being caught, mad at the paper for printing the hidden advertisement, and mad at the advertiser for tricking them into reading his advertisement.

Such advertisements are still being used, but they are usually on a more quiet order. The element of sensationalism is usually omitted. Here is one that starts out with a misleading headline but which at the same time is a legitimate one for such an advertisement:

A SUCCESSFUL HORSEMAN

Never allows his horse to suffer pain. He always uses Nerviline, which is noted for curing stiffness, rheumatism, swellings and strains. Nerviline is just as good inside as outside. For cramps, colic, and internal pain it's a perfect marvel. In the good racing stables, Nerviline is always used, because it makes better horses and smaller veterinary bills. Twenty-five cents buys a large bottle of Nerviline; try it.

In the following specimen it is clearly shown at the start that the item is an advertisement. The headline is made to arouse curiosity in the reader's mind, and thus secure a reading.

THE MEDICINE IS BREATHED

That's why it is sure to cure Catarrh. You see, it goes direct to the source of the disease—its healing vapor repairs the damage caused by catarrhal inflammation. "Catarrhazone" always cures because it goes into those tiny cells and passages that ordinary remedies can't reach, goes where the disease actually is. Impossible for "Catarrhazone" to fail, as many doctors will tell you. Don't be misled into thinking there is anything so good as "Catarrhazone"—use it and you'll soon say good-bye to catarrh.

Considerable care should be used in preparing "readers" that are to appear as news matter that the personal pronouns do not give the advertiser away. All news items are written in the third person, and one written in the first person will be immediately "spotted" as an advertisement.

Take the following:

"Mr. Geo. White, who has lately come to Detroit from Washington, has opened up a shoe store at 83 Main street. Mr. White has an almost national reputation as manager of the celebrated Royal Shoe Store in Washington, where he sold footwear to many of the leading statesmen of the country, and established a reputation of being a thorough shoe man. People in Detroit who want exactly fitting shoes will do well to give me a call."

The one little "me" in the last sentence gives the whole thing away and marks this as a paid advertisement. Mr. White is a stranger in Detroit; and as a stranger his statements have little weight. Had the word "him" appeared instead of "me" the advertisement would have passed as a news item and the public would have taken the word of the paper at its full value. The prestige of the paper would have been behind the whole statement.

Some of the smaller papers make considerable revenue out of "readers" or "puffs." In one paper there will be a column headed "Briefs and Brevities." Into this column all the local reading notices are dumped. A few stale jokes are then interspersed among them. Keep out of that column if you have to pay double rates. It's sure to be a column of the newspaper that is never read. Readers of papers do not approve of paid advertising appearing among news items, so don't go against their wishes.

The notice that appears among good, live local happenings has far more value, but even here if the "local happenings" column is usually two-thirds advertising matter and the other third news items the advertiser will derive but little value. Readers have become so used to looking for those little advertisements—so that they can skip them—that they have arrived at an adeptness that would be scarcely credited. They can skip the advertising item and read the news item without the least trouble or hesitation.

We reproduce a portion of a column taken from a country weekly which is made up of live news items and paid advertisements for local merchants. The advertising items are of the newsy sort, and will be read along with the rest of the news. Are they of any value?

TOWN AND VICINITY.

Fresh bread at the Klondike.
New bulk and package seeds. C. P. Powell.
Town council meets on Monday evening next.
Ivan J. Russell, of Toronto, visited in town on Friday.
Ernest Maxwell, of Windsor, was in town on Monday.
Harry Daykin and wife spent Sunday last in Leamington, Mr. Daykin render-

ing a solo at the evening service in the Methodist church in that town.

Mr. and Mrs. I. Fisher, of Kingsville, spent Sunday with friends in town.

The Just Wright shoe, the correct American shape and style, at Chatterton's.

A good second-hand organ for sale cheap. Inquire of L. L. Barber, Essex.

Crossley & Hunter, evangelists, are now conducting revival services in Kingsville.

Spring opening of bonnets and hats for children all ages up to 10 years. May's Bazaar.

William, son of Rev. W. F. Cuthbert, has been quite ill with pneumonia but is improving.

Comber and Harrow will celebrate Dominion Day while Leamington and Windsor will celebrate Victoria Day.

Chatterton has just received a large stock of Winn & Co.'s shoes for children. These goods cannot be beaten for good wearing qualities.

Half a dozen shoe corn planters, taken in exchange on disc planters, nearly as good as new, for sale. Jacob Mitchell, South Woodslee.

The items appearing in the local column are of more value because they at least will be read by some people.

The Best Dentists Co. advertisement shows how display effects can be secured in the classified columns of a newspaper.

In the larger cities merchants can use the classified advertising columns of the newspapers of the city with considerable certainty of getting an adequate return upon their cost. Usually advertisements in these columns are accepted at about one cent per word so that considerable advertising can be done there for little money. Where Sunday editions are printed these should always be used.

FOR SALE—MISCELLANEOUS.

FOR SALE—MISCELLANEOUS.

Bridge Specialist

There's the mouth with the three or four broken teeth that needs the care of our Bridge specialist, which work has never been beaten. We insist on the most exacting, painstaking care with every patient.

Bridge Work from \$2.50 to \$3.50, really worth \$4 to \$5—the prices charged in most parlors.

Twenty years' bona fide guarantee.

If you're short of money and want us to arrange easy payments we're willing to do so. Won't try to argue you into anything you don't want.

BEST DENTISTS CO., (Inc.)

54 Grand River Avenue.

It is not necessary to disguise a liner advertisement, although it sometimes pays to do so. The "For Sale" column can always be used to offer special values. They can be used as bait to bring customers to the store. When that is accomplished the merchant must rely upon his treatment of the customer and the worth of the article sold as sufficient inducement for him to return and make further purchases.

"Write-ups" are of little value when appearing in special editions. When prepared by fakirs who do not reside in the town or city they should be frowned down on. When they are to be written for a bona-fide special edition that the publishers are bringing out themselves, the advertiser owes it to himself to be represented there even if little value in returns can be expected. A genuine write-up of the store every few months, if made newsy and readable, will prove good advertising, as it will help to make the readers of the paper feel as though they were better acquainted with the firm whose business is being laid before them from time to time. No direct returns can be expected from this kind of advertising. It is merely helping to make the firm better known and widening the range of prospective customers.

Direct returns may be had from readers that appear as direct advertisements, such as

"Brown Bros. are offering 500 pairs of men's shoes in sizes 6 and 7 only at one-half the regular selling prices. Only two pairs to any one customer. Regular \$5, \$4 and \$3 shoes at half price."

Such an advertisement will sell shoes whether it appears in the classified columns, as a reading notice, or as a display advertisement.

Disguised advertising must never be expected to bring direct returns. In time the returns will come, but the merchants must not depend upon the reading notice alone. If he does he is losing an opportunity to do more business.

CHAPTER XII.

CLASSES OF BUYERS

THE newspaper advertisement should perform the functions of a salesman—it should sell goods. We are presuming now that the advertisement is one intended to influence direct trade. It is complete, in headline, introduction, description of article and price. It is written for the special purpose of selling the particular article advertised.

It is a failure, if it does not sell the goods, for one of three reasons:

It does not advertise salable goods; the price is not right; it does not reach the right class of buyers. If a merchant advertises mining shoes at a seaside resort he is advertising unsalable goods. If he advertises an article that usually sells for \$2.50, and asks \$3.50 for it the price is not right. If he advertises women's clothing in a clubman's paper he is advertising to the wrong class of buyers, even though men may occasionally buy women's clothing.

The argument used to influence one class of buyers will not convince another. It is necessary then for the advertiser to study closely the class of buyers he wishes to reach, and determine just the kind of arguments that will appeal most strongly to them.

A salesman will not use the same tactics in conducting a sale with all his customers. If he did he would hardly be considered a good salesman. With one class he will point out the beautiful and artistic points of the article, and appeal to their tastes, with another he will dilate upon the wearing qualities, and appeal to their sense of economy, and to still another class he will point out just how becoming the article in question will be for them, and appeal to their vanity. One class he will flatter, another he will coax and still another he will drive.

The advertiser must follow these lines pretty closely in his advertisements. The class of buyers who must be coaxed will not be influenced by an advertisement intended to drive the timid into making a purchase.

W. A. Rankin, in his advertising of Electric Irons, advertises to a class of buyers who can afford the luxury of electric lighting. He tells about the electric sad iron in such a manner as to convince the reader that she really would find it convenient to own one.

Electric Irons

The B. & M. Combination Electric Sad Iron is the simplest and most practical Electric Iron made. By inverting the stand face up you have an electric heater and there is a hole in the back of the Iron for heating curling tongs.

Two styles—
\$3.95 AND \$5.00

W. A. RANKIN
HARDWARE.
410-412 Bank St. Phone 1024.

Special values can be so convincingly put forth that the reader, though not requiring the articles at the time, will see the advisability of buying them. The future need will arise, and a saving on price will induce many to purchase before the actual need arises.

There are two very distinct classes an advertiser desires to reach—those who need goods and must have them, and those who do not but may be persuaded to purchase.

It is not difficult to advertise to the former class; low prices and high quality will generally influence them. They are looking for necessities and want a certain quality at the lowest possible price. The advertiser's share of their business will depend largely upon what competition he has and how he meets it. If he emphasizes the quality and price in stronger and more convincing terms than his competitors do, the business is his, providing always that he has the goods to back up his printed statements. It is not difficult to sell an article of necessity for which there is a regular demand. It must be tastily shown

in the store; it must be fully described in the advertisement; its value and price must be temptingly told—that is all.

The class that has to be persuaded that they require a certain article is the hardest to reach. A demand for the article must be created by educational advertising. They must be told how desirable the article is and why it is desirable. They must be shown that they really require such an article even though up to that time they had not realized that fact.

The Hilts Shoe Co. appeal to the economically inclined in a way that few can resist. The illustrations are so tasty and the description so good that one cannot help but exclaim, "My, how good for \$1.54!"

The Geo. E. Hall Co. advertisement will appeal to a class who find the getting of mid-day meals in hot weather a burden.

The Culver & Son advertisement appeals to us all—for we all have a sweet tooth.

A prosperous merchant once said, "Any one can sell a man what he wants, but it takes a sales man to sell him what he does not want." The aim of many of the best advertisements is to sell a man what he does not need or thinks he does not want.

The advertisement that will reach the pockets of the class that has to be persuaded that they require a certain article must be worded with considerable skill. It must give substantial reasons why the reader needs the article advertised. If no such reasons exist they must be created, so far as to convince him that he ought to buy.

The advertisement intended to persuade men and women to try new lines of goods must be exceptionally clever. These people are satisfied with the lines being used. The copy that will reach them must clearly show up the strong points of the product advertised, and at the same time point out in an inoffensive manner the weak points of the other makes.

Buyers may also be divided into two classes, as follows: The one consisting of persons whose selections are governed by fashion as represented in the style and pattern in vogue at the time; the other, of those who regard quality and cheapness the controlling inducements to purchase.

To get the attention of the first class the advertisement must present the kind of matter that will make prominent the fashionable side of



Women's Pumps and Low Shoes

That Sold Up to \$3.00, on Sale Friday and Saturday Only

\$1.54



This assortment is almost unlimited in variety of pretty, well-fitting styles, that have sold regularly for not less than \$3 and up to \$7, but which we will place on sale tomorrow and Saturday only at \$1.54. They embody all the latest style effects combined with highest quality. Included are patent leather, kid and the classy made, in button, lace or 1 or 2 strap effects; some have cloth top, others in plain black or tan styles; Low Shoes and Pumps in styles to meet with your most exacting requirements, in size, etc., at a price never before equalled for similar high quality. Friday and Saturday only.....

We Give Eagle Trading Stamps

Get Tomorrow's Post-Dispatch for a Special Men's Offer



HILTS SHOE CO.

J.F. Sensenbrenner, President.
SIXTH AND FRANKLIN AVE.

We Give Eagle Trading Stamps

For Over 30 Years, One Block North of Union Market

dress. It must dilate upon the article from its desirability, from the point of fashion. It must point out its vogue in large centers and its use by persons of prominence and respectability.

**On
Hot
Days**

Lunch at Hall's

Good, home cooking
Prompt service
Reasonable prices

THE
Geo. E. Hall Co.
22 COURT ST.

The second class, on the other hand, do not care so much about fashion as they do about the value of the article for the price. If it is fashionable, as well as cheap, so much the better. A good article in a staple style is more preferred by this class than a poor one made after the prevailing fashion of the hour.

A suggestion to the former class may often prove sufficient, but the facts must be adroitly hammered into the minds of the latter.

Buyers may also be divided into two other classes, viz., men and women. The advertisement directed to the women readers must invariably give more detail than that printed for the eyes of the men. Women like lots of detail—men dread it. Women are more suspicious of advertising statements than men. The woman always wants to know the “reason why” before

she can be persuaded to believe what is said. Men will accept as true any statement that does not appear false and when examining the article advertised uses his own judgment as to its value. The advertisement exploiting women's dress should be replete with detail. It is quite different with the masculine member of the genus homo. He wants to know what the goods are made of, and the style, but he is not so particular as to the number of stitches used in its manufacture. There is more humor in his composition, consequently a joke or a “wee bit” humor will often help the advertiser. A bright, snappy story is what the man wants in the advertisement, and the advertiser should study to give him what he likes. Women are much more serious, and an advertisement to convince them must be serious and informative.

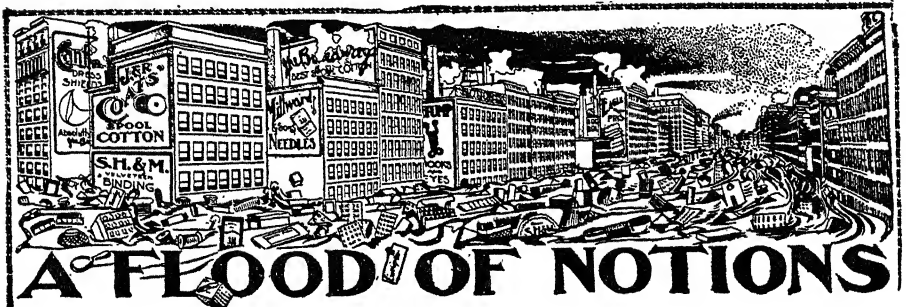
“THE CLEAN GROCERY STORE.”

Honey

Either in the comb or in
bottles.

15c

CULVER & SON
GROCERS
22 S. Court St. Phone 736



CHAPTER XIII.

TIMELINESS IN ADVERTISING

ADVERTISING is no exception to the rule that there is "a time for everything." To be effective and operative an advertisement must be timely. We can pick up almost any newspaper and find one or more untimely advertisements. It is surprising the number that are so ill-timed. Christmas advertisements may be found in January papers, summer goods are advertised as cool and comfortable after the snow flies.

There are certain lines of goods that can only be exploited profitably in their season. Straw hats cannot be sold in winter no matter what the price set upon them. The season for selling straw hats is usually short. The advertising of straw hats must be done during that season or not at all. This is only one instance of lines that can only be profitably advertised in their season. But there are many lines that can be profitably advertised at any time, although of use only in certain seasons of the year. Coal, for instance, is used principally for heating purposes during the cold weather, yet coal can be sold at any time of the year. During the "strike talk" in the spring of 1906, there were many tons of coal sold, at advanced prices, for consumption during the following winter. The coal dealers who seized the opportunity that presented itself for timely advertising profited from the fact that a strike was imminent.

Suppose some great occasion brought thousands together to engage



School Supplies

**School Opens Tuesday
September 20th**

And your children will need School Books and equipment for the school year. A look in our window will satisfy you that we are headquarters for School Materials—Tablets, Pencils, Drawing Material, School Globes, Desks, Seats, School Maps in case mounted on rollers.

Buy Your Books and Supplies Monday
12-inch Hard Wood Euler **FREE** with each purchase of 25c or more

HALL STATIONERY CO.
"We Carry the Goods in Stock"
STORE OPEN TUESDAY EVENING 623 KANSAS AVENUE

in a special programme of exercises at Lincoln's grave. All the papers in the country would be obliged to make prominent news of the event. A publisher, therefore, who has either an old or a new life of Lincoln should make a prompt effort to catch the force of this public attention—not only in disseminating publicity con-

cerning this volume among the assembled citizens but in the press at large, for the whole country when such an affair is uppermost could then be most effectively reached.

John Lennon & Sons advertise monuments at a time when many thousands are visiting the cemeteries, decorating the graves of their loved dead ones. Could a more fitting time be selected to advertise these goods?



For Decoration Day
We have a selection of the finest Monuments in Joliet that can be placed on your family lot in time for Memorial Day.
John Lennon & Sons
 411 South Joliet Street
 Joliet, Ill.
 Our Representative Will Be Pleased to Call.

Could anything be more timely than an offer by Greenhut-Siegel-Cooper Co., New York City, of collapsible drinking cups to school children, at a time when the public drinking cup is being condemned and in many places abolished entirely?

Sparks street, Ottawa, Can., on which the store of the R. J. Devlin Co., Ltd., is located, was very badly in need of repairing. In an effort to have the work done the Devlin company used a part of its regular advertising space in exerting "moral suasion" on the city officials. This is what they said in one advertisement: "If it takes the Mayor, four comptrollers, a board of aldermen, one city engineer, one solicitor, one auditor and the Lord knows how many electric railway swells three years to get ready to think of paving Sparks street, so that an ordinary citizen can hear his ears, how many minutes should it take an impartial and upright judge to sentence the entire outfit to several years' hard labor?"

Timely actions like these are what catch the public eye and appeal to their public spirit.

In retail advertising there are six great seasons to be considered. They are, in the order named, Easter, Spring, Summer, Fall, Winter and Christmas.

These seasons require special efforts on the part of the advertiser. His Easter advertisements should proclaim the idea of something new. His spring advertisements should herald the opening of new goods. Summer advertisements should impress upon tired and perspiring humanity the beauty and comfort of the summer lines. Fall and winter advertisements should remark the stability and wear-resisting qualities of the goods, and Christmas advertisements should burst forth with thoughts of "peace on earth, good will toward men."

Some merchants seem to think that because they do a good business at these seasons of the year, that they need pay but scant attention to their advertisements between seasons. While we believe it is far more profitable for the merchant to do more advertising at a season when people are in a buying mood, we think it just as advisable to make an extra effort when it requires a club to make them buy. The best



**FOR
Easter Wear**

Matinee chains set with Amethysts and Turquoise.
 Waist Sets in semi-precious stones (include cuff-buttons, studs and scarf pin). Complete line of hand engraved Locketts with and without Diamond settings. A number of new Rhinestone Hat Pins.
All At 1-2 Price
Sherwood Jewelry Co.
 6 S. FERRY ST.

club to use is advertising. The Easter season should be made the most of by retailers of everything wearable, as it is a general time for new things. Nearly every one has some lurking superstition about the luck of having something new to wear at Easter. It's the advertising retailer who does the largest Easter business. He gets the cream of the trade at that time, the non-advertiser gets the skim milk, and mighty blue it is sometimes.

Selling a woman her Easter footwear means to the retailer more than the profit he may make on the single transaction, for the merchant who sells Easter shoes to a woman stands the biggest kind of a chance of selling her every shoe she wears during the whole year. Still more than that, he may capture the trade of the customer's dearest friends, for a woman will talk about the things she buys. "A satisfied customer is a store's best advertisement."



**First Grand
Exhibition of
Authentic Style Creations
In Women's & Misses' Spring Garments**

In asking you to this First Grand Exhibition of Women's and Misses' Spring Garments we feel we are inviting you to a genuine Fashion Treat. We have prepared liberally and with a lavish hand, sparing no expense, that you may choose from the masterpieces of the Fashion World.

"We could not have done better though our store was twice the size and our clientele double. Our Fashion experts have been busy for two months visiting the style centres and selecting garments to suit your taste and needs.

Tomorrow we put our choosing to the test. Tomorrow we throw open our doors to you and ask you for your individual opinion on what to our minds is the greatest assortment of styles, qualities and sizes you will see anywhere.

**'Tis the First Grand Spring
Opening in the New-Old Store**
WILMINGTON, DELAWARE.



John W. Graham & Co.
Engraving Stationers

June Brides

Preparing the

Engraved
Wedding Stationery

is an important part of the wedding as selecting the wedding trousseau. Leave the engraving in our care—it will be most satisfactory.

Your order for Engraved Wedding Announcements, Invitations, Reception, Church and at Home Cards will receive our personal attention throughout every process of the work.

We have a very fine engraving plant in our premises and execute orders promptly and perfectly at prices most reasonable.

The spring season is sometimes dwarfed by the fact that Easter comes so close to it, nevertheless, after the Easter campaign is over, then comes that of spring. During this season the merchant should keep the beauties of the new styles continually before the people. He should present some new thing in each advertisement, and if he runs short of new styles to tell about, he should present them all over again, one at a time, in a new light.

During the summer he must use all the ingenuity at his command. He must dilate upon the seasonableness of his summer lines; tell how comfortable and cool they are, and how sightly. He should make special inducements during the dog days. At that time he should let prices talk. Where he relied upon seasonableness for his Easter and spring garments he must now rely upon cheapness of price.

The fall season is more marked

The Birthday of Old Glory

Hang out your
Flag to-morrow

Honor its one-
hundred and
Awe-ent-y-eightth
birthday. "Let it
rise, let it rise 'till
it meet the Sun in
his coming; let the earliest
light of the morning gild
it and the parting day
linger and play on its gun-
mit." It has never known
permanent defeat and will
ever be the standard of
liberty and freedom—the
banner of the foremost
nations of the earth. It was
born here—let us not for-
get then, above all others,
to observe its birthday.

Hang out your Flag
To-morrow.

"THE CLOTHIER TRUST"

WILLIAM H. WANAMAKER
Clothing Manufacturer for Old and Young Americans
Twelfth and Market Streets



in the advertising campaigns of some merchants than in others. The nature of the goods carried makes this necessary. The weather often has a great deal to do with it.

In September the dry goods merchant is busy cutting dress lengths, whether the season be fine or wet. The shoe merchant quietly awaits his turn, while the weather continues fine and dry. But let the month set in cold and wet, and the canvas oxfords and light-weight summer shoes are quickly exchanged for the new fall styles.

While it depends upon the weather, to a certain extent, when the fall selling sets in, the shoeman cannot afford to be backward with his advertising. He must follow it up day by day, with his story of the new styles, their nobby appearance, and their fitting qualities.

In the winter season, too, the character of

the merchandise carried affects the sales. Furs sell on sight, while wall paper must be particularly required or it must wait till spring for a purchaser. Yet continued and convincing advertising will sell the most unseasonable goods. Not in large quantities, but for small favors let us be thankful. Shoes for evening wear and heavy lines for heavy weather are the lines for the foot-fur-nisher to push.


The clothier pushes overcoats now almost to the exclusion of suits. The department store exploits cloaks and furs and tailored suits almost forgetting dress goods and kindred lines.

The Christmas and Holiday season is one that most retailers find particularly resultful in sales. There is hardly any line that can not be pushed at this season of the year as gifts. The camera man may not sell many cameras during November, but with the coming of December his business

In the
**JUVENILE
MILLINERY
SALESROOM**
for
**EXPOSITION
WEEK**

Our original modes in
Misses' and Girls' Hats
show an instinctive
appreciation of the
styles best adapted
to youthful faces

**MARSHALL FIELD
& COMPANY**



becomes brisk again provided he takes advantage of the timeliness of the season and advertises cameras as suitable Christmas gifts.

Happy As A Lord

On July 4 the whole nation will be that extra brand made from

PRIDE OF PEORIA FLOUR

You can celebrate better when you have eaten a nourishing meal from choice wheat flour, that is taken bread "the stuff of life" and sticks to your ribs when assimilated. If you haven't used Pride Flour, try it in your next baking.



Toric Lenses!

Why not have the best for your eyes? Price is within the reach of all. Satisfaction goes with every pair of our Glasses. Our examination of your eye guarantees you a perfect fit. We grind our own lenses. **Gilbert Nist Optical Co.** 63 Church St. - Burlington, Vt.

IS YOUR HEART SET ON A

PIANO

If so, THIS WEEK will be your opportunity

We are offering a large number of square pianos taken on exchange during our holiday business—prizes ranging from \$10.00 up. A good practice piano, \$10.00. A better one, \$15.00. Others at special prices. All are in good condition and are new—German. Early buyers will have the largest selection.

TRANS TO SUITE

Metropolitan Music Co.

41-43 So. North St.

At this season both young and old are on the lookout for something appropriate for the season. Useful gifts of late years are taking the place of the useless things that were formerly exchanged among friends as a remembrance of the season. Advertising brought about the change.

At this season particularly should extra large spaces be used in the newspapers by the retailer. His story is long and he has so short a time in which to tell it that he cannot afford to have any of it missed.

There should be a lot of life thrown into the holiday advertising campaign. It is at best crowded into a few days' selling. The public should be continually urged to make early purchases, the argument of "better choice" being presented. In this way, the selling season for holiday goods can be expanded by a few days. But few will make purchases before December 1st, but from then until midnight on Christmas Eve the purchasing crowd will gradually increase until congestion comes on the 24th, and then—it's all over. But even then the merchant should make a last effort to clean up on holiday lines by cutting the price deeply for those desiring to purchase gifts for New Year's.

Methods of advertising have materially changed in the past few

Only Two 1/2
More of the
Housecleaning
Sale

Monday we close for Decoration Day and we must crowd three days' selling into today and tomorrow. To make the selling last, we have made many more cut prices, still save the entire store has the appearance of a seasonal bargain counter.

Flags—Largest assortment in the city priced so low.

Chairs and Japanese Lattices are priced two for 50c, and 50c

Paper Napkins are priced, 25c dozen

Paper Plates, for picnic, etc., 1c per dozen

Blankets—We have the best assortment of blankets we have ever had, and the price is lower than ever before—blankets, each 10c

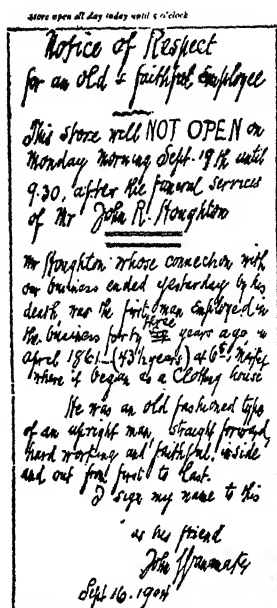
Dinner Sets—Our sale prices will average 1/2 to 1/3 off, and in a few cases as much as 1/2. We now have 25 different sets to choose from.

Ornateware at discounts of 1/3 to 1/2.

The Fair

THE STORE THAT SELLS EVERYTHING

years. Ten years ago the summer season, beginning in June, saw a reduction in advertising space. The feeling prevailed that it was the dull season of the year and that people would not buy, as they were about to begin the vacation season. Shrewd advertisers saw their chance and advertised more liberally than had been the custom. Competition was sharp and there was a struggle for what money there was afloat. The idea has grown, and now the man who wants the buyers to come to him has to be as sharp in calling attention to his wares during the summer season, as he has at any other



St. Valentine's Day (Feb. 14th).
Washington's Birthday (Feb. 22d).
St. Patrick's Day (March 17th).
Good Friday.
Easter.
Decoration Day.
Fourth of July.
Labor Day.
Election Day.
Thanksgiving Day.
Christmas Day.

There are other feasts and holidays observed in certain sections:

In the South there are the Battle of New Orleans (Jan. 8th).

General Lee's Birthday (Jan. 19th).

New Orleans Mardi-Gras (February or March of each year).

Anniversary of Texan Independence (March 2d).

Confederate Memorial Day (April 26th in Mississippi, Alabama, Georgia and Florida; May 10th in North and South Carolina; second Friday in May in Tennessee).

Jefferson Davis' Birthday (June 3d).

Massachusetts observes Patriots' Day (April 19th).

Pioneers' Day (July 24th) is a holiday in Utah.

In Vermont the Battle of Bennington (Aug. 16th) is generally observed.

The same writer in commenting upon "The Holiday in Advertising," says:

"Some of these events could be made the topics of advertisements outside their own sections. It would be rather a pretty thing to call attention to Confederate Memorial Day in Northern States, for example.

"Besides these, there are the birthdays of great authors, artists, musicians, statesmen, soldiers, patriots and celebrities generally. The birthdays of Shakespeare, Milton, Beethoven, Wagner, Michael Angelo, Rembrandt, Napoleon, Frederick the Great, and other great men whose names are known everywhere, could be utilized, and it would not be bad policy to observe the birthdays of living rulers, as King George, Emperor Wilhelm and the President of France.

"Robert Burns' birthday (Jan. 25th) will not be overlooked by the ad-writers who would stand well with Scotch patrons. Such attention will make friends among the foreign-born elements in the community without antagonizing factions. Search of a good biographical dictionary

will reveal ample material, and it is quite possible to run a series of advertisements in which each day is distinguished by some such event, commemorated in a brief paragraph. Perhaps portraits could be used for illustrations.

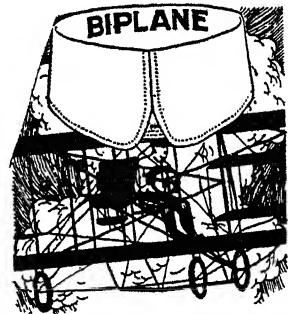
"As an educational feature such advertisements would command attention from school children, while every person of intelligence would soon fall into the habit of reading the advertisement daily for this interesting feature. The feature need occupy but a few lines of space. Where space in dailies is out of the question the feature can be worked up into daily window cards, with portraits. After a week or two for the public to grasp the idea such a window would attract attention regularly, even in the crowded business districts of New York City."

Passing events that are largely in the minds of the public may be made much more of than is usually done. Geo. P. Ide & Co., Troy, N. Y., use the idea of a biplane in their advertising campaign, even going so far as to name a collar style "Biplane." Whenever an aviation meet takes place or some prominent man-bird meets with an accident, this brand of collars is sure to be thought of.

The Coca-Cola Company for years advertised extensively the phrase, "Whenever you see an arrow, think of Coca-Cola." This has now been changed to meet a more modern state of affairs. They now use the phrase, "Whenever you see an areoplane, think of Coca-Cola." The frequency with which the pictures of all kinds of flying machines is at present appearing in the newspapers makes this a wise change.

The reader of the local daily newspaper, if he is wide-awake, can frequently find reports of events which will serve as a text on which to write a good advertisement. For instance, a short time ago an accident occurred on a street railway in Los Angeles, Cal., because a cast-off shoe was wedged in the track. The shoe threw one car from the rails, which collided with another, causing considerable damage to the railroad property and some injuries to the passengers. If one of the shoe dealers there had claimed that this shoe was a fair sample of the solidity and durability of his shoes, the event could have been used to advantage as an advertisement.

Once in a while there is a report from some city near or remote that a person has found money or lost money through the custom of using a shoe as a secret bank of deposit; and by taking advantage of such a report, a shoe dealer can state: "There is Always Money in Our Shoes."



A Style of Highest Popularity—in

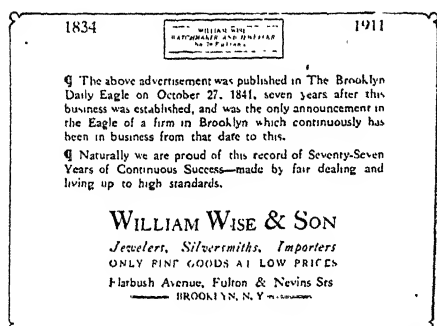


These, and these only, are the collars with the Linocord Button-holes that are easy-to-button and unbutton, and that *don't* tear out.

They keep the collar the size it's stamped, retaining fit and set.

Geo. P. Ide & Co., Makers.
Troy, N. Y.

William Wise & Son, Brooklyn, N. Y., use the fact that they are 77 years old, by showing an old advertisement used by the firm seventy years ago. This is an advertisement that is sure to create confidence in the firm's reliability.



The alert advertiser keeps his eyes and ears open for passing events, and then times his advertising to suit the occasion. Popular sentiment and social events are carefully watched for cues on which to hang advertising ideas. Of course, tact and judgment must be used, not to offend people's prejudices or sympathies. Some sad and instructive mistakes have been made along this

line by many retailers. Every word in the advertisement should be looked at and considered from the standpoint of the people who are to read it. If it is going to impress them favorably, then it should be printed.

Throughout the text of this chapter will be found a number of advertisements showing the typical manner in which some of our holidays are taken advantage of in the advertising of retail stores.

The Wanamaker advertisement is out of the ordinary, and while not intended as an advertisement of the store must have advertised it in a manner that no other kind of advertising could have done.

CHAPTER XIV.

THE "TALKING POINTS" OF THE ARTICLE ADVERTISED

THE retail merchant who does his own advertising has one advantage over the general run of advertising managers in the larger stores. He is handling every day the articles he is advertising; he usually buys them himself and knows the reason why he selected those particular ones from many. Those reasons sometimes are the very best to place before the public. The advertising manager of a large retail store may be well versed in a general way with the goods he is advertising, but his duties are far too onerous to allow him to keep posted on the newest styles, and with the fluctuations of prices from time to time. He usually has to depend upon the buyer's or department manager's word for the facts given him.

Buyers are usually enthusiastic about their own purchases, and it is little wonder that they are sometimes led to exaggerate in the information given to the advertising man. The details given are accepted as facts, and if not correct the error almost invariably creeps into the newspaper.

The retailer has the advantage of knowing absolutely that his statements are truthful unless he deliberately tells a falsehood. The merchant who sets out to gain business by misrepresentation will soon find that he is losing, instead of gaining it. Business integrity is the retailer's greatest asset. He should at all times be cautious not to abuse this asset, or he will find some day a great shrinkage in its value.

It is one thing, however, for a merchant to know all about his goods, and quite another thing to be able to tell the prospective customer about them. The reason for this is not far to seek. The retailer, at a glance, knows the value of the article, the good points, the poor ones, what kind of trade it will suit, and so on. He knows this by intuition and by comparison with others. He does not take time to begin at the beginning, and take up each point at a time. It is not necessary, because he is so used to judging articles of similar make and style that one glance unconsciously takes in all. But the customer must be told about the article from his or her standpoint. They cannot judge as readily as the merchant, so the process must be treated point by point. The merchant, perhaps, would not make a very good analysis of an article in regard to its selling qualities, without some thought, yet the minute he sets his eyes on it he can declare, almost infallibly, that it is a good selling article, or that it is not a good one for his trade.

The advertiser should learn to analyze the article, so that he can present the best points in his advertisements. Every article has some good points, and many have some very superior ones over others of similar make.

To analyze an article he should first of all know the following facts:

1. What the article is.
2. What it is used for.
3. Why it should be used.
4. Who uses, or who can use it.
5. The price, in comparison with other prices.
6. Where and how the article is made.
7. What it is made of.
8. Its advantages over similar articles.

Suppose, then, for the purpose of illustrating how this analysis may be made, that we take a line of shoes and analyze them. We will at the same time pick out good talking points about them and note any phrases that may present themselves as of advertising value.

Suppose we take a line of shoes that are advertised as Peerless brand and which sell at \$3 per pair. They are made only for women.

ANALYSIS

1. THE ARTICLE TO BE ADVERTISED.

- (a) Peerless \$3 shoe for women.
Comfort in every step.

2. WHAT IT IS USED FOR.

- (a) Protection for the feet.
All women must wear shoes of some kind; why not Peerless?

(b) Style.

- The newest fads and fancies.
The sensible every-day styles.
Comfort styles for elderly ladies.
A stylish shoe sets off a pretty costume.

(c) Fit.

- Many sizes and widths.
Measurements always accurate.
Special measurements for special cases.
It's the fit that gives a shoe style.

(d) Comfort.

- Easy walking.
Pliable and flexible soles.
Special care in lasting.
No roughness in linings or soles.
No tacks nor threads.
A perfect fitting shoe makes walking easy.

3. WHY THEY SHOULD BE WORN.

- (a) Because they are stylish—
For Dress wear.
For Street wear.
For any wear.
(b) Because they are reasonable in price.
(c) Because they fit perfectly.
(d) Because they are comfortable.
If a woman's shoes look well, her feet will look well.

4. WHO WEAR THEM, OR WHO CAN WEAR THEM.

- (a) The woman of fashion.
(b) The comfort loving woman.
(c) The particular woman.
(d) The rich and the poor.
(e) The maid and the mistress.
A style for every walk in life.

5. THE PRICE.

- (a) Always \$3.
- (b) Same style and comfort as higher priced shoes.
- (c) Any woman can afford \$3 for Peerless shoes, because she always gets \$3 value.
- (d) Many higher priced shoes wear no better.
- (e) Cheaper than lower priced shoes, because always full value for the price.

\$4 Wear, \$5 Style, for \$3 cash.

6. WHERE AND HOW MADE.

- (a) Rochester, N. Y.
Leading city in America in the manufacture of ladies' fine shoes.
- (b) Sanitary factory.
Light and airy surroundings.
Skilled workmen.
- (c) Thorough inspection.
Must be up to the Peerless standard, or the Peerless brand is not placed on them.
- (d) Goodyear welts.
Equal to hand sewed.
Smooth inner soles.
Soles more flexible than machine sewed.
- (e) Hand turned.
Lightest soles made.
Flexible soles.
Dainty appearance.

Walking made easy and graceful.

7. WHAT THEY ARE MADE OF.

- (a) Uppers.
Best obtainable leathers.
Ideal kid.
Rex patent kid.
White's box calf.
Velours calf.
Kangaroo.
Vici kid.
Dongola kid.
Gnu calf.
Gun metal calf.
Proper leathers used for proper occasions.
- (b) Linings and trimmings.
Wear-proof linings.
Perfection circlettes.
Diamond fast-color eyelets.
Silk stitching.

- (c) Bottom stock.
 - Solid leather insoles.
 - Solid leather counters and boxes.
 - Oak and union outer soles.
 - Sewn with well-waxed threads.
 - No nails nor tacks.

"There's nothing like leather when it's well put together."

8. ADVANTAGES OVER OTHERS.

- (a) Better made.
 - A specialty that must be kept up to the Peerless standard.
- (b) More comfortable.
 - Greatest caution taken to keep inside of shoes smooth and linings without wrinkles.
 - Leather used are perfectly tanned so as to afford proper air circulation to the feet.
 - No burning sensation.
 - Do not get out of shape and become uncomfortable because they are properly lasted.
- (c) Wear longer.
 - Leathers specially selected.
 - Honest workmanship.
- (d) Look better.
 - Perfect in finish.
 - Perfect in shape.
 - More stylish.
 - New fads and fancies added as soon as developed by special high-class designers.

Not an experiment, but a shoe of proven value.

In the above analysis there is material for a thousand advertisements. The lines or phrases set in italics could be used as catch lines, headlines or mottoes. The analysis is of a brand of shoes and not of any particular shoe. When some particular shoe is to be analyzed the following special points should be developed:

1. Style of shoe.
2. For what kind of wear.
3. Who wears them.
4. Price.
5. How made.
6. What made of.
7. Advantage over others.

(These several points should then be sub-divided as found necessary. For instance, under the style of shoe would be taken up, (a) the style of

toe; (b) the style of heel; (c) the arch of shank; (d) particular cut; (e) etc., etc.

Any article can be analyzed in this manner. Some analyses will bring out more points than others, but each will bring forth abundant material for a good, sensible advertising campaign. The deeper and more carefully the advertiser goes into the analysis the more light will be thrown on the article to be advertised.

There are often other "talking points" about a brand than are apparent in the article itself. The packing or method of finishing may afford more talking points than the goods themselves.

There has been a mint of money spent in exploiting the "Inner Seal" package. In this case the cracker is made by the same process as other manufacturers use but the "Inner Seal" package protects the biscuits from losing their crispness and becoming tainted by handling. The package is a good "talking point."

"We Couldn't Improve the Powder, so We Improved the Box" is the way a soap manufacturer exploits a new style of package. This new style of package was the talking point used in advertising that brand of powder.

A clothing firm seeing that the piling of clothing on counters, one coat above another, must inevitably wrinkle them and cause them to lose much of the shape they received by pressing in the factory, designed a cabinet and racks upon which to hang the clothes. This led to one firm adopting the name of "Fit-Reform" and the cabinet became the talking point.

Another clothing firm, knowing the prejudice there is against ready-made clothing, finished their product "up to the trying-on stage" as they termed it. The firm adopted the name of "Semi-Ready." They exploit the fact that the clothing is merely ready to try on and will be finished to order in two hours, and have largely overcome the prejudice against ready-to-wear garments. That feature of their clothing furnishes their best talking point.

A shoe firm placed a buzz-saw in their window and displayed shoes of their own and their competitors make, cut up so that the material used in their manufacture could be seen and compared. This became a talking point with this firm, and was so thoroughly exploited that one can hardly see a picture of a buzz-saw without coupling it with the name of "Regal Shoes."

The merchant who will ever strive to put information into the description of his goods, and reason into his arguments will surely sell more goods. The merchant who always says the same thing, this season the same as last, and the same things that his neighbors are saying all the year around, will not sell much of his wares through his advertising. He cannot expect to reap a harvest from old seed—bald statements. The field may be fairly well covered by the newspaper circulation and the public may be anxious to buy just such goods as the merchant has to

sell, but the seed is too poor and old to germinate any idea of the facts in the reader's mind.

Newspaper advertising is made profitable only by those who know how to use newspaper space properly. One must know his wares, and be able to tell the public all about them.

It is not necessary to use high sounding phrases or polysyllabic words. In fact, simple words and honest, straightforward logic is more easily understood, and more convincing when read.

Avoid all such worn-out expressions as these :

An inspection of our stock is solicited.	Best in the land.
Prices always the cheapest.	Largest range in ——— county.
We have the best facilities, etc.	Our goods stand on their merits.
Marvels of popularity.	Fine goods a specialty.
All are cordially invited to call and inspect, etc.	Headquarters for ———.
Our stock is complete.	Give us a call and be convinced.
We have a grand collection, etc.	From their sterling worth.
Everything first-class.	A most enviable position.
The best goods at the lowest prices.	Largest assortment, lowest prices.
Cannot be beat.	A well-selected stock.
Our stock compares well with any to be found.	Call and get our prices.
	See us before buying elsewhere.
	Your trade is solicited.
	None but the best for sale here.
	We have a large stock to select from.

Some of the phrases represent proper sentiments, but one should get away from the stilted style of our forefathers, who were merely experimenters in advertising. If a man wants to say his stock is the largest in his city he can do so without saying "Largest range in ——— city." He surely can find a more acceptable way of expressing himself.

Some men imagine that literature and composition have nothing to do with advertisement writing. They would fling grammar to the dogs and say what they wish to say in the very first words that come along. The untrained man would make a bad mess of it if he followed such a proceeding. Every word should be made to have but one meaning. If it can be read in any other way, another word should be selected that will express the particular shade of meaning intended, and no other.

Part Two

SUPPLEMENTARY AIDS TO NEWSPAPER
ADVERTISING

CHAPTER XV.

STORE PAPERS

STORE PAPERS, or "house organs," as they are sometimes called, should be carefully considered by every retail advertiser. When the conditions under which the merchant finds himself are such that extensive newspaper advertising is not profitable, it is altogether likely that a store paper could be published to advantage.


The retailer who has a small store in some isolated part of a large city cannot use the newspapers, because the expense of advertising in large dailies is more than he could expect the returns would be. This is so, because in his case he has to pay for thousands of circulation from which there is absolutely no possibility of getting returns. He cannot expect to draw trade from all parts of the city, nor from the number of small towns surrounding the city in which the paper circulates. His possible customers live within a few blocks of his location. To reach these possible customers by advertising in the daily papers is an absurdity. He must find other means of reaching them besides the daily. For the retailer so situated there is no better medium than his own store paper.

The merchant who is situated in some small country town, or who has perhaps a "cross-roads" store, could advertise very effectually with a store paper. There are many localities where there are one or two stores and a small cluster of houses that make up some village or town. There is no paper, weekly or daily that is published there, although it will usually be found that some particular local paper circulates very largely among its inhabitants. Sometimes it will pay the merchant to use these papers and sometimes it will not. The question of cost of space enters very largely into this proposition, as it does with the small merchant in the large city. A store paper circulating in the village, and among the farmers whose homes surround it, would serve the same purposes of the store as a regular newspaper. But it must not be inferred from the above that the store paper is merely a substitute for the daily or the weekly newspaper. It is, in the cases mentioned, but there is no store, large or small, that could not profitably use a store paper of some kind. It should not be looked upon as a substitute for the regular newspaper, but as a supplement to it. As such it can be made a powerful medium for reaching new and old customers alike.

The store paper can be made quite elaborate and costly or it can be made plain and inexpensive. It can be made to cost as much as five or ten cents a copy or the cost can be kept down to about one cent. Even if the cost of such a paper published monthly should be three

NOVEMBER 16-30
PAGE 3

Delicatessen Counter.



This department presents an extended variety of quickly made lunches and sea foods. We invite your inspection. All goods are properly cooked, fresh cleaned and the finest to be had.

Finnan Haddie,	20c lb.
Smoked Sturgeon,	60c lb.
English Blotter,	2 for 5c and 5c. each.
Bonless Herring,	20c lb.
Little Neck Clams,	12c. can.
Soused Mackerel,	18c. can.
Anchovies in Salt,	35c kg.
Bolled Tongue,	15c. lb.
Pickled Pig's Feet,	7c. lb.
Fresh Canned Lobsters,	20, 35 and 60c. can.
French Sardines,	25 and 40c. can.
Portugal Sardines,	18 and 25c. can.
American Sardines in Oil,	5 and 10c. can.
American Sardines in Mustard,	5 and 10c. can.
Bolled Ham,	15c. lb.
Dried Beef,	35c. lb.
Pickled Lamb's Tongue,	25c. lb.
Pickled Tripe,	8c. lb.
Pearl Onions,	25c. qt.
Queen Olives,	50c. qt.
Mansanilla Olives,	40c. qt.
Souse,	15c. lb.
Frankfurters,	15c. lb.
Salami Sausage,	25c. lb.
Smoked Country Sausage,	16c. lb.
Fresh Pork Sausage,	18c. lb.
Anchovies in Oil,	40 and 60c. bottle
Sardellen Liver Pudding,	18c. lb.
Blood Head Cheese,	18c. lb.
Meat Loaf,	25c. lb.
Tuna Fish,	25c. can.
Mackerel in Wine Sauce,	25c. can.
Herring, Mackerel Style,	12c. can.
Red Herring,	5c. each.
Pickled Shrimps,	13 and 25c. can.
Crab Meat,	25 and 40c. can.
Cordon's Fish Cakes,	18c. each.
Imported Frankfurters,	45c. can.
Columbia River Salmon,	15 and 35c. can.
Anchovy Paste,	25c. jar.
Sardellen,	75c. can.
Ham Bologna,	14c. lb.
Beef Bologna,	14c. lb.

Thanksgiving Fruits.

The Thanksgiving season finds our fruit display a handsome one, every variety in season and many that are out of season. All sound and luscious. If you wish a fancy basket packed to send to a friend your order will receive our best attention and be delivered promptly and in good order.

Shelled Nuts.

Some prefer the nuts without the shells—all with nut kernels

Jordan Almonds,	70c. lb.
English Walnuts,	45c. lb.
Black Walnuts,	40c. lb.
Filberts,	40c. lb.
Pecans,	80c. lb.
Pignolia,	35c. lb.

Crystalized Ginger.


Another Thanksgiving delicacy. Finest quality, tender. Not a trace of that objectionable coarse fibre.

25c. tin.

Layer Figs.

Ours are always of the finest quality obtainable and this season's fruit is exceptionally fine. Large in size, clean, thin-skinned and juicy.

15c. pound.



The rice pudding and the bowl of bolled or steamed rice will be much more attractive when you use our Extra Fancy Head Rice. 'Tis the finest quality obtainable.

10c. pound.

Poultry Seasoning.

The finest seasonings, blended in just the proper proportions to make the Thanksgiving turkey have the most perfect flavor.

10c. box.

SAMPLE PAGE OF STORE PAPER

ties. By doing so they would be sure of having those specialties stocked and pushed by the merchant issuing the store paper. When cards of this nature are obtained it helps to lower the cost of getting out the store paper.

The store paper has many advantages over the regular newspaper. It gives the merchant plenty of space in which to tell his story. In a newspaper his space is limited to a certain extent by its cost. In the store paper he can make his advertisements more lengthy and chatty. He can be more familiar with his readers. He can get closer to them with little "heart to heart" talks. In the newspaper he must be brief. He must tell his story in the most direct manner, using the fewest words possible.

The advertisement in the store paper can be more confidential, as it were, for the merchant is talking to readers who know of the store. In the newspaper advertisement, the message of the retailer is intended to reach, if possible, all classes and conditions of men. People who know the store, people who never heard of the store, all read the newspaper advertisement, and it must be to some extent more general.

In using a store paper the merchant pays for no useless circulation.

cents per copy, including mailing, it is not too expensive for a very small store. It is a direct message from the store to those to whom it is sent, and at three cents per copy costs about the same as a circular letter. But where the store paper is issued regularly each month it takes the place of all circular letters; it takes the place of booklets, leaflets, and such other printed matter that most stores send out occasionally. With it can be mailed circulars, booklets, leaflets, etc., that manufacturers and wholesalers send out in considerable quantities for retailers to distribute.

In some cases the manufacturers and wholesalers would willingly pay for a card in such a paper for the purpose of advertising some one or more of its specialties.

Its circulation is absolutely within his own control. He knows positively that his advertisements therein reach only persons who will make desirable customers.

Then his message to the reader when inserted in the store paper is not hidden away among dozens of other similar messages, all clamoring for the same trade and all saying practically the same thing and using practically the same arguments and offering practically the same inducements. There are no advertisements in his own line or in fact in any other line, trying to attract the readers' attention at the same time as his own.

A newspaper is taken usually for its news value. The advertising columns are in reality of secondary consideration. But even while this is generally true, there are many newspapers bought because of the large amount of advertising to be found in their pages.


The store paper becomes in time identified with the store issuing it. Every time it is received, the merchant and his wares are mentally seen and reviewed by the recipient. This in itself is by no means a small part of the value of an advertisement of any kind.

Because the store paper takes the place of booklets, leaflets, mailing cards, circulars and such other printed advertising it should combine in one all the best features of each. The editorial should in reality be a circular letter. It should never be long-winded, but short and breezy. There should be articles written about certain wares much in the same way that a booklet would be presented. There can, and it is often advisable that there should be a list of articles and their prices. This represents the catalogue. A short puff in the news column represents the mailing card. It can be seen then that the merchant can issue all of these, once each month, at the cost of printing and distributing one.

The value of the store paper will depend largely upon its contents, its "make-up" and the regularity with which it is received by the

PAGE 4
NOVEMBER 16-20

HOUSEHOLD HINTS AND RECIPES.



THE TURKEY.—This noble bird is always so delicious that few inexperienced cooks realize how many ways there are to prepare "roast turkey." After it is cleaned and stuffed rub with salt and spread the breast, wings and legs with a little butter, creamed and worked with one-fourth cupful of lard. Dredge the pin with flour and tie a few strips of bacon over the breast of the bird. Baste every fifteen minutes, turning the pan that it may brown evenly. Chestnut and oyster stuffing, as well as the old-time plain stuffing, are popular, but this imitation chestnut filling is excellent: Cook one-half tablespoonful of chopped onion with a tablespoonful of butter for five minutes. Add a quarter pound of sausage meat and cook slowly another five minutes. Then add one teaspoonful of mashed sweet potatoes, one-half tablespoonful of finely chopped parsley and seasoning. Heat thoroughly and add one-half cupful of stale bread crumbs.

CRANBERRY JELLY.—Stew two quarts berries in a kettle, using just enough water to cover; when soft rub through a sieve. Allow one pound of sugar for every pint of juice; boil and stir for ten minutes, pouring into a mould or dish to become cold. When cold, spoon into a glass dish and decorate with sliced bananas, dipped in lemon juice to prevent their becoming discolored.


The National day of Thanksgiving is a day full of home sentiment, and next to the Christmas feasting, the dinner of the day stands out in the housewife's plans in red letters of endeavor; for then even small families throw open their doors and the scattered members of the family return for the breaking of the bread together under the roof tree.

Small wonder, then, that tables must groan, that silver and glass must shine, so that the Thanksgiving feast will be a success. Nearly every housewife has her traditional menu for days of reunion, but, below we offer a number of autumnal recipes which may fit in with this or that plan and add grace and charm to some little dinner during November that may need a rounding out suggestion.


WALNUT CAKES.—Four tablespoonfuls of sugar, four tablespoonfuls of butter, three eggs, half an ounce of chopped walnuts, a few drops of essence of walnut, six tablespoonfuls of flour. Cream the butter and sugar together, add the eggs one at a time, lightly stir in the flour and then stir in the walnuts; half fill small tins and bake in a moderate oven.

SOUTHERN FRUIT CAKE.—One pound of butter, one pound of flour, one pound of sugar, twelve eggs beaten separately, three pounds of seeded raisins, one and a half pounds of cleared currants, one and a half pounds of very thinly sliced citron, one grated nutmeg, two tablespoonfuls of powdered cinnamon, one and a half pounds of blanched almonds, sliced, one pound and a half of candied fruit, either peaches, apricots, or cherries, cut in pieces, juice of two lemons, one cupful of golden sherry, one tumblersful of brandy, whiskey or rum. Flour all the fruit with part of the one pound of flour called for and do not add any extra. Mix in the order given and bake in a moderate oven five or six hours.

PEACH ICE CREAM.—Mash one can of "Rich-dien" peaches fine with two and a half cupfuls of sugar, then add one quart of milk and a half pint of cream. Mix well and freeze.



**Phone or Postal Your Wants.
We Will Please You.**



prospective customer. If it is issued monthly, it should be the aim of the merchant to get it out upon the same date each month. Conditions will dictate the best day of the month for that. If the merchant is situated in a "railroad town," or if there are any large manufacturing concerns in his city from which trade can be drawn, his aim should be to have the paper reach his customers the day before pay-day. He then has his little say just when the month's wages are being apportioned and comes in for his share of it. If the publication is to be issued quarterly, the regularity of issue does not enter so largely into its value. Weather conditions and other circumstances may make it advisable often to delay sending out the quarterly for many days and sometimes for a whole month. The paper should reach the public at a time when they are about ready to buy. If it reaches them too soon, they are likely to forget it. If too late, its value is lessened by the number of purchases that have already been made at other stores.

The paper may be a small four-page sheet, the pages measuring when folded but a few inches each way, or it may be as large as will meet requirements, even to the size of a regular newspaper. A good size for most purposes would be a four-page sheet, each page measuring just half the ordinary size of the modern or standard newspaper page. This size is handier to handle while being read than the larger newspaper size.

The stock used should be better than that of the newspaper. If half-tone cuts are to be used, the stock should at least be a fair quality of "book" or machine-finished paper. The printer can help the merchant make his selection in this matter, showing him the advantages of one stock over another in the appearance of the paper when printed.

A tinted paper may be used for the store paper, as it will then tell, at a glance from any one familiar with its appearance, just what it is. When lying around on the reading table or among other papers, its peculiar and familiar tint will make it prominent. In this selection of tints it should be understood that when once a tint is decided upon it should be used exclusively, if these advantages are to be gained.

The contents of the paper should not all be advertising. Nor should it all be news of the store. It should contain valuable information and amusing literature. It should contain matter that is of local interest. Short stories by local talent would prove a good drawing card and insure a reading of the paper by all of the author's friends. It would, at the same time, make the author and his or her friends staunch customers of the store.

It is not advisable to try and record the out-going and the in-coming of local personages. This should be left to the local newspapers.

Items of historical interest will always be read when the interest is centered in some local person or place or building. Items of national importance having a local interest are very good and will attract considerable attention.

Statistics when put into popular form are always interesting. No matter what the subject, whether it be historical, biblical or commercial,

so long as the items are informing, it will be eagerly read and often quoted with the added acknowledgment, "I saw it in *Store News*." Columns of this kind of matter can be obtained from the newspapers and magazines. They usually run something like this:

Every square mile of sea is estimated to contain some 120,000,000 fish.

The Golden Gate, the entrance to the bay of San Francisco, is one mile wide at its narrowest part.

A Swiss watchmaker has invented an electric watch which will run for 15 years without being rewound.

There were 6,000 duels in Germany last year, with a mortality of 22, as shown by official reports.

What an English paper says is the greatest incubator in the world is at Batary, near Sydney, Australia. It accommodates 11,440 duck eggs or 14,080 hen eggs.

The smallest oak trees are to be found in China. They are not one and one-half inches high and will take root in thimbles.

Charley Mitchell is the richest pugilist in the world. He is said to be worth \$200,000. Nearly all the other professional fighters soon part with their money, but Mitchell clings to his.

If a railway were built to the sun and trains upon it were run at the rate of 30 miles an hour, day and night without a stop, it would require 350 years to make the journey from the earth to the sun.

In the South American regions, where cattle are killed by the tens of thousands for the export of meat and hides, the bones are used as fuel.

In Holland, the new anti-strike law prohibits strikes on government railroads, under a penalty of four years' imprisonment. Government servants are forbidden to take collective action on the ground that they are state employes. About two-thirds of the railways are owned by the Netherlands.

Some of these items can be utilized to help out in the advertising of articles in stock. They can be used singly or as a collection, as shown above. Take the first item for instance. It may be made to read:

Every square mile of sea is estimated to contain some 120,000,000 fish. In the course of a few years, we will have sold a square mile of fish. But we are not selling fish by the square mile at present, but by the pound. We have fresh fish every Friday during this month. These fresh fish are fresh—not frozen. We see to that. (Etc., etc., quoting prices.)

The column of wit and humor should not be forgotten. This is a source of joy and amusement to all classes and ages, for "A little nonsense now and then is relished by the wisest men."

TITLES.

These may help you in your selection.

Store Paper.
Items of Interest.
Grocery News.
Dry Goods Items.
Store Magazines.
How to Save Money.
Bargain Counter.
—'s Weekly.

Select the name for your paper.

TITLES.

These may help you in your selection.

Store News.
Advanced Style.
Store Items.
—'s Monthly.
Store Bulletin.
Bargain News.
Fashion Items.
Weekly Bulletin.

Published monthly by

weekly

Vol. I.

Montgomery, Ala., October, 1904.

No. I.

Golden Nuggets.

Spontaneous enthusiasm is the kind that wins. The manufactured sort is never "just as good."

Some men can give a dozen excuses for doing wrong, and overlook the reason for doing right.

The ability to turn stumbling blocks into stepping stones is often worth more in a pinch than a fat purse.

Very often the man who has achieved the reputation of being a "good fellow" did it at the sacrifice of his family's welfare.

Water rises to the height of its source and no combination can keep it

down long. Every man gravitates to where he belongs.

There is more happiness in a humble home paid for than there is in a fine mansion whose roof sags with the weight of a mortgage.—*The Commonwealth*.

Always take the short cut, and that is the rational one. Therefore say and do everything according to soundest reason.

It is better to be pinched than acid. The quickest way to get everybody sour on you is to be sour on everybody yourself. People turn to a cheerful man instinctively, as chickens flock to the south side of a barn on a day in winter.—*Jad Scarborough*.

Space for your ad.

The New Boy.

"Now, Tom," said the general manager when the new boy reported for duty, let me impress upon you that this is a critical period in your career.

"Yes, sir."

"You climb to the top," said the general manager, wheeling around in his chair, "to the lowest depths. All depends on yourself. Do you understand me, Tom?"

"Yes, sir."

"If you are honest, smart, truthful, tidy, diligent and pleasant to everybody you are certain to go onward and upward. You may not stop at the top. You may even—ah, let me see—where were you born?"

"Jane street, sir."

"Is that in London?" asked the general manager.

"Yes, yes. Very good. Well, Tom, you may even be a President. Yes, my lad. President of the United States. Do you understand me?"

"Yes," replied Tom, beginning to whimper. "But this is me first job."

"Don't cry here," said the sympathetic general manager. "your wages are \$1 a week. Go into the cellar and learn to peel onions. We use barrels of 'em in the picking business."—*New York Frank*.

Humor in Ads.

There is a great deal of humor to be found in the advertisement columns of English daily papers for those who have the eyes and will take the trouble to discover it. "Tin-Sie," recently published the following examples:

State, if in instance, this announcement, which excited much speculation and merited a few years' notice.

"Five Pounds Reward—This sum will be gladly paid by the advertiser to any one who, before the last day of this month, will supply him with a pint of live fleas, which he requires for the purpose of a wager. Smaller sums will be paid pro rata for smaller quantities of the insects to make up the required quantity.

Address—". Whether or not the advertiser won his wager the writer does not know, but if he did, it is certain the reward was well earned.

A few weeks ago an equally amusing advertisement appeared in several of our London dailies. To those in want of a 2d. Note. This sum can be earned by any one who will supply a thousand fine, large cockroaches to the advertiser, who is required by his landlord to put his tenancy in the same condition as when his tenancy commenced. Liberal terms are also offered for an assortment of apple miles, and rats.

This advertisement, however, must have been the work of a wag, for when persons in want of such things advertised themselves at the address given the reward was very indignantly and refused to take their stock at any price.

Among advertisements of this kind which give rise to curiosity and speculation was the following, which appeared for many weeks in 1881 in a number of metropolitan newspapers. "A reward of £10 is offered for the recovery of a three-penny bit dated 1872, with the letters 'W B' stamped on it, as supposed to have been lost in the Strand, between Somerset House and Charing Cross." Little later the reward was increased to £100, and £500 times the value of the missing coin. It is difficult to imagine what could give so small a coin such a value in the eyes of its former owner, but it is safe to say that its history, if it could be known, would be even more interesting than the advertisement.

The following advertisement, which appears in a German paper, should be welcome to all—to the unscrupulous and the quackish and to the temperance party for the evident reformation in the habits of the advertiser, which it presupposes: Herr Otto Bragelman, who is giving up drink, wishes to dispose of an excellent medium-sized barrel, of a capacity of 10 litres.

"I lost all my money in Wall Street," complains the lamb.

"Too bad. Why don't you advertise for it?" asks the friend.

"The other fellow advertised for it short one, with a second air."

The Weather Prophet.

A man from South Jersey blew into the weather bureau the other day. He had fire in his eye.

"Where's the guy who runs this office?" he asked.

"He's out," said the office boy.

"How long has he been out?"

"Three or four days."

"Well, where's the geese whose bin teels' every day that it was going to be cooler with showers?"

"Sir."

"You'll!"

"Yes."

"Well, sorry, how did you do it?"

"This 'er way. We can't give out any predictions till we hear from Washington, any way—see?"

"Yes, I see."

"Washington finds out what kinder weather we're going ter have, and telegraphs it on—see?"

"Yes."

"Then all we have ter do is to say the same thing over again—catch on?"

"And yer mean to tell me that's all we have ter depend on—just what the folks in Washington say about what weather's going to be around here?"

"Well, when the boss is round, we kinder finger it out ourselves—but it's different from what Washington says, and we ain't right—there's a kick."

"But if you are right—"

"Nothing doing."

"Then I'm to understand—"

"See yere, old haysed, you're to understand that we ain't pay from Washington. Kin ye understand that?"

"I think so."

"Well, we ain't monkeyin' w'id no buzz say."

"No, you have to get yer salaries, of course—and we farmers hev ter pay 'em. But I think Mark Twain will have to revise his story about the most useless man in America, and call him the weather bureau chief in Washington."

"Maybe so, but I guess you've been reading some of this hot air in the papers about how we do things up here."

"No, but I've been getting more hot air lately than is good for my farm, and think I'll let the weather predictions go, and put in an irrigation plant."

"DUMMY" SUGGESTION FOR A STORE PAPER

A column of proverbs, wise sayings, weather predictions, etc., are all good news matter for the store paper and should be freely used.

A short story and a few verses should also find a place in its pages.

Cunningham's Bulletin.

Telephone, East 71.

DETROIT, JUNE, 1906.

264 105. CAMPAU AVE.
Cor. Monroe Avenue.

VOL. XII.

No. 6

The "Bulletin" has a circulation of 4000 copies.

It is not of the patent inside variety, but is published by myself entirely in the interests of this store.

ANDREW R. CUNNINGHAM,
264 Joseph Campau Avenue,
— Detroit, Mich. —

1906 JUNE 1906											
Sun.	Mon.	Tues.	Wed.	Thur.	Frid.	Sat.					
3	4	5	6	7	8	9					
10	11	12	13	14	15	16					
17	18	19	20	21	22	23					
24	25	26	27	28	29	30					

A small bad boy crawled under the bed when his mother wanted to punish him. She couldn't get him out and she left him there until his father returned that evening from the city. When the father was told about the case, he started to crawl under the bed to bring forth his disobedient son, but was almost paralyzed when the little fellow asked, "Hello, is she going after you, too?"

QUALITY

Our Most Vital Store Principle.

Our trade has been built upon quality, with quality and by quality—quality of drugs—quality of everything. The market is full of "shoddy" goods—goods which only have price in their favor. We will have none of them. If we can't sell dependable goods we will sell nothing, for this store's guarantee is back of every purchase, and our guarantee means something.



Our Ice Cream Soda with Crushed Fruit

is just about the most deliciously satisfying beverage that has ever been invented. To those who like ordinary ice cream soda ours will be a revelation. For one thing we give an extra large portion of Ice Cream in each glassful, and, instead of using ordinary flavors, we use the pure crushed fruit. You cannot imagine anything that tastes half so good. After once trying it, you will be sorry you didn't try it before.

Once there was a woman who called upon an acquaintance and noticed that she had a pair of shoes and a newspaper arranged to look like a man reading—one of those men who elevate their feet and hide behind their paper.

"What on earth does that mean?" said the caller.

"Oh, that," replied the wife, "is fixed up so I will not get lonely some—you see when my husband is home that's all I see of him."

Substitutes might do in some instances, but not in store-keeping. The people soon discover the misrepresentation, and they are not so kind as the good housewife who seldom saw her husband.

They know full well there are other stores where misrepresentation is not tolerated—stores that have a habit of giving as much or more for their money as they advertise.

Obviously this good habit is exemplified at Cunningham's Drug Store, where values are often underestimated and never overestimated.

A lost customer is the worst blow a store can receive, for it is only a question of time until the friends of that customer pull away also.

We are gaining customers every day, so we know the policy of this store is appreciated.

HER USE OF THE DIRECTORY

A stylishly dressed and altogether good-looking woman was turning over the leaves of the directory in a leisurely manner when an irascible old gentleman, known to his many acquaintances as a man with a very small stock of patience, entered. He wished to use the directory, too, possibly to look up the address of a man who owed him money. He stood about, now and then casting heavy looks in the direction of the directory, and coughing suggestively.

A business man, in a hurry followed. He wanted to know where Walter Jones lived. It is a block or two away, but he has forgotten the number. He felt into line. Then a man who sought some city official, but knew nothing of his office, except that it closed in a few minutes, joined the ranks of waiters.

Still the woman placidly turned over leaf after leaf without any apparent intention to decide whether the name she was seeking was Brown, Smith or Jones.

Finally, when matters were beginning to grow very tense, a young man rushed in. His mission would positively admit of no delay so he politely offered to assist the woman, suggesting that his experience might tend to save time and lessen her labor. When he asked her what she sought, with a sweet smile full of appreciation, she replied:

"Oh, thank you. You are very kind. I am trying to find a real pretty name or my baby."

"A practical joke," said Barney Oldfield, the automobilist. "I was played on me last season. I had my revenge, though."

The practical joke took the form of a telegram from a friend of mine traveling in Italy. It came collect. It cost me \$7, and when I opened it all I read was:

"I am well."

"To get back at my friend I went out and found a cobblesone of about eleven pounds weight. I wrapped this store in excelsior and pink paper, sealed it up in a handsome box, and sent it by express, 'collect,' to my friend abroad."

"It cost him \$8 for the box, and on opening it he found, along with the stone, a note from me that said:

"On receipt of the news that you were in good health the accompanying load rolled off my heart."

MAYBE TWINS.

"Was his matrimonial venture a success?"

"A howling success."

An Irishman named Michael joined his brother James in this country. The money he brought over, added to James's savings, enabled them to go into the ice business. In course of time their custom increased, and it became necessary for them to have an office. In this James soon installed a nice rolltop desk.

"The one desk will do for the two of us," he explained, the day it was set up. "And here are two keys: one for you, and one for me."

Michael accepted the keys, but seemed to be studying the desk. "That's all right," he said, "But where is my keyhole?"



CIGARS.

We sell Cigars and we sell lots of them. It is a fair inference that our kinds of cigars are good kinds to buy—they are guaranteed to be; and that our prices are good prices to pay—they are guaranteed to be.

4 for 15c.
7 for 25c.

San Felice,
Chief Battle,
Forusodo,
Della Rocca,
Detroit Opera,
Sol Smith Russell,
Hemmeter Champion

3 for 10c.

Lillian Russell,
El. Captain General,
Uncle Rufus.

TITLE PAGE OF STORE PAPER—A WELL-BALANCED PAGE

Every one enjoys a good short story, and verses that appeal to the heart are oft-times treasured for years. A short serial in three or four installments would have a tendency towards the preservation of the paper. If nothing of this nature is used to make people preserve the paper instead of destroying it after it has been read, the results from the advertising pages are not likely to be prolonged.

A column for boys and girls should also be maintained. If this can

be made of local interest by printing short stories by youthful authors, it will be anxiously looked for by every boy and girl in the community.

A puzzle department would also prove of interest to boys and girls. If a few inexpensive prizes are offered each month for the best solutions, the value of the paper would be assured. Prizes, especially monthly prizes, will have a drawing power that no other can have. A prize for boys and another for girls would fill the bill, although two for each might prove better. The prizes need not cost over half a dollar apiece, and prizes of even less value (cost) might be offered with success.

This might look like too much work to some merchants, but to one who takes any interest in its preparation at all, to edit the paper would soon become the most pleasant duty of all. If the merchant has not the time nor ability, and it requires some ability, to edit the paper, it might be handed over to one or more of the clerks to attend to. Some young lady with literary tendencies might be induced to undertake it for the purpose of gratifying her desires to see her name in print.

In the make-up of the paper, the store should not be neglected. The store should prepare display advertisements for the paper the same as for the newspaper. The headlines, as before stated, need not be printed in a very heavy faced type, and can be made very attractive if properly looked after.

Besides the display advertisements, there should be numerous little "puffs" or "readers" sprinkled throughout the reading columns. There should not be so many of these that it is hard to find anything else, for then the value of the whole paper as an advertising medium is lessened.

Seasonable lines should be featured in each issue. A short ten or fifteen line article, telling about the manufacture of some of these lines, would be appropriate, and as these would be educational in character, they would hardly be considered as advertisements unless the advertisement in them is made too obtrusive.

Here is an item clipped from a store paper, which shows how neatly a truth can be driven home:

"Years ago the corset was a staple, unchangeable article of dress, which any one who could make change and do up a bundle might sell. A woman bought a corset as she might buy a roll of unbleached muslin. It was a necessity, but without artistic value or hygienic comfort. But times have changed since then, and instead of being made for the corset, the corset is made for the woman. It has become a healthful and harmonious part of woman's dress. As a result of this gradual change there have been developed expert sales-persons, who not only display, but advise and suggest. At the head of our corset section is a woman of this kind, who detects at a glance just what is needed for each individual form. All of this expert knowledge is furnished free to our customers, and we would advise every one who can do so to have her corsets fitted at our store."

The advertisement would have been altogether too glaring if he had simply stated: "At the head of our corset section we have an expert who has made a study of fitting corsets. Her advice is free to all."

Almost every newspaper uses a considerable quantity of "boiler-plate" or syndicate plates. Where this is done, the work of editing the paper will be materially reduced, for the merchant can select such of this matter as appears good, and use it in his paper, thus saving composition.

He can get most of his short stories in this way. His verses, his columns of wit and humor, wise sayings, philosophy, entertaining facts, puzzles, etc., can all be got in plate matter. These plates come in column length, but can be cut up to suit any space. If plate matter is to be used, the column of the store paper will have to correspond in width with that of the standard newspaper.

The name of the little store paper is a matter of considerable importance. It is useless to call it *The Arena*, *The Argosy*, *The Home Companion*, etc. It should be named after the firm whenever possible. *White's News* might do for Mr. White, but *White's Store News* would be better. The Bee Hive might call their paper *The Bee Hive's Record*, and so on. *Store News*, together with the firm name, is perhaps the best title of all.

Funny names should be avoided. A firm in South Carolina published a paper called *The Hoopty Doodle*. This is very undignified and must lessen the weight of authority that the store paper should have. It is, to say the least, undignified for a firm to send out its store news under such a heading.

We are giving below a list of several store papers, to show the tendency in the matter of names. We could give many others, but as they have names very similar there is nothing to be gained by doing so.

<i>Dunham's Talk.</i>	<i>Little's Little Leaflet.</i>
<i>Good Things to Eat.</i>	<i>Hofman's Store Sayings.</i>
<i>Anvil Store News.</i>	<i>Optical News.</i>
<i>Table Topics.</i>	<i>Special Offerings.</i>
<i>Bennett's Money Saver.</i>	<i>Mollier's Tidings.</i>
<i>Helpful Hints.</i>	<i>Blue Book Bulletin.</i>
<i>Business Buzzer.</i>	<i>Corry Chronicle.</i>

The title should appear on the store paper in a similar manner, giving date and number of issue, as in the regular newspaper.

The papers may be ably written and edited, beautifully printed and all, but if they are not distributed properly, their value is nothing. The one and only sure way of having them delivered safely and promptly is by way of Uncle Sam's mails. This will cost one cent apiece, and will necessitate the wrapping and addressing of each separately, but two hundred distributed in this manner is worth two thousand thrown around the streets and alleys.

A mailing list should be used. The names of householders should be selected, and the addresses should be accurately given. It will pay

better to have a small list to whom a paper is sent monthly, than to have a large list to whom the paper is mailed only occasionally. It is the constant dropping of the water that wears away the stone, the scattered drops have no effect.

It is possible for several merchants whose lines do not conflict to get out a paper on the co-operative plan. In such cases, the amount of reading matter should be determined, the amount of space allotted to each advertiser should be settled, and the particular space it is to occupy decided upon. Then there can be no jealousy or friction. In cases where there are half a dozen business men settled in a cross-roads corner in some city, such a co-operative paper could be made very profitable and could be made to develop the little section into an important trading center.

The merchant should not forget to place his address prominently in his advertisements in the store paper. They are as necessary there as in the regular newspapers and for the same reasons.

If the dealer is in a city, it would be a good plan to give explicit instructions in the way to reach his store from down town. If his location is in a country town and he sends his papers outside of his immediate locality, such instructions would be valuable also.

If the merchant is using the store paper to supplement his newspaper advertising, it will pay him well to frequently advertise the store paper in his newspaper advertisements, stating that it will be sent to any one free for one year. It could even be used as a premium if it has any pretensions at all to being a monthly magazine.

On another page is reproduced a dummy suggestion for a store paper. The arrangement shown is very good, but the inside pages might be varied considerably and the last page reserved for one large advertisement.

The front page of Cunningham's Bulletin, and the two inside pages of another store paper are also reproduced. These are very creditable specimens and will serve as examples to the merchant who desires to try out store-paper advertising.



CHAPTER XVI.

BOOKLETS, LEAFLETS, FOLDERS, ETC.

THE booklet is one of the most approved methods of sending an advertiser's message into the home or office. It is more personal than a newspaper advertisement, and is usually more explicit and entertaining. When properly mailed, it will reach the parties intended. Its value does not often stop there, for after the person to whom it is addressed has absorbed the message, it is cast aside and is usually read by many others before it is finally destroyed.

The retailer's booklet is likely to be of interest to all men and women, and the more times it is read the better the chance for returns. Unless it is neat in appearance, outside and inside, it is likely to be destroyed at once without a reading. The retail merchant who gathers together a few cuts, sometimes obsolete, or entirely foreign to the subject matter, and prints these with a few incomplete descriptions and prices, cannot expect to get good results.

The booklet has been aptly termed "the aristocrat of advertising." Some of them are indeed veritable works of art. Others are mere straightforward business messages. Art books are likely to be preserved, but the booklet is intended to be read and not preserved. The retailer should place business first in this matter and art last.

At the same time the booklet requires more care in preparation, if possible, than any other piece of printed matter prepared for the store. It is a prospectus of the store and as such should represent the store. If it is of flimsy material and poorly printed, the store is likely to be thought shabby and cheap, when, perhaps, the opposite is the case.

In sending forth a booklet, the merchant has a much wider field than the newspaper offers him. His story does not require to be boiled down to a few sentences. He does not have to dwell upon only one phase of the subject at a time, but can treat the whole subject as he chooses. He has all the space he requires and should tell his story and stop. Then he should decide how large the booklet must be to contain his message.

The best paying booklet for the retailer is one that will combine all the best features of the catalogue, the circular, and the newspaper advertisement. The booklet that is merely a circular in disguise is no better than a circular.

In shape the merchant has an endless variety to choose from. Freak shapes have their value, as all freak printing has, but it is more of an

experiment than any other kind of printing. When it "takes" it is very valuable, but when it does not it is valueless.

The best shaped booklet for the retail merchant is an oblong or square in one of the standard measurements. A size that fits into a man's coat pocket is preferable, when it is to be sent to men. Booklets too large to fit the pocket are usually laid away and finally forgotten and never read.

Perhaps the best size to use is one measuring three and a quarter inches across the page by six and one-half inches long. This will fit easily into a number six and a half or seven envelope. When booklets are to be mailed, odd-shaped sizes are often hard to fit with regular stock size envelopes, which necessitates having special sizes made at a special price.

A booklet may be composed of eight or more pages. The eight, or at most, sixteen, page booklet should be large enough. If it is not it would be preferable to divide the subjects carefully and issue two booklets.

A booklet having abnormally large pages and few in number always looks skimpy and should never be issued when a smaller size with more pages can be used.

A booklet with a goodly number of small pages always looks "stockier" than a thin one having larger and fewer pages.

The scope of the booklet is without limitation. Its purpose is, primarily, to interest the reader—as much so as if it was a novel or a book of adventures—and secondarily, to skillfully direct attention to the advertiser's wares.

As the ultimate purpose of the booklet is to sell goods, it should be filled with matter calculated to interest, instruct, or amuse the class of persons who may be possible buyers of those goods.

The booklet should be entertaining reading. It should not be too technical. In fact, the less technical language used, the better. The popular terms should always be used, because then they will be under-

SUMMER FOOT COMFORT

WHAT
TO
WEAR

R. H. FYFE & CO.

183-185 WOODWARD
DETROIT

stood. When technical terms are necessary, it is wise to use qualifying or defining phrases with them, giving their popular meaning as well. The booklet should usually be illustrated. Cuts illustrating the articles described are usually best of all, but sometimes cuts illustrating some thought in the text can be made of telling force.

A booklet may be issued by the retailer for the purpose of promoting the sale of one line of goods only, or it may cover several or all the lines he carries, and be also used for the purpose of familiarizing the general public with his store.

Booklets can be used at any time. They may be made seasonable by issuing them at regular intervals. The shoe merchant, for instance, may issue a booklet in the spring and another in the fall. He may add another for Christmas trading, and for any other special event, but the spring and fall issues should be his special ones.

The clothier and furnisher can issue any number of little booklets during the year. He can have one for spring hats; for spring shirts, neckwear, etc.; for spring clothing. Later he can use one devoted to straw hats, or to summer suits, or he can combine these into one. Overcoats and heavy underwear will demand another in the fall.

A fairly good booklet of eight pages with self-cover can be prepared and printed, exclusive of cuts, at a cost of about fifteen dollars a thousand for the first thousand. The second and subsequent thousands will usually cost about a third less than the first thousand. If a cover is used of cover paper, the cost, of course, would be more.

An artistic cover usually adds considerable to the value of a booklet. When cover paper is used care should be taken to have the ink harmonize with the color of the paper.

A title page similar to that of R. H. Fyfe & Co. is made up of single and double rules. Simplicity lends to this an artistic effect that much ginger-bread ornamentation would destroy. When a fancy border is used, the page becomes more complicated and is in the end often less artistic. When the rules are printed in red and the type matter in black, the result is very attractive. If this is done, it is wise to use a rule border around all the pages of the booklet, also printed in red.

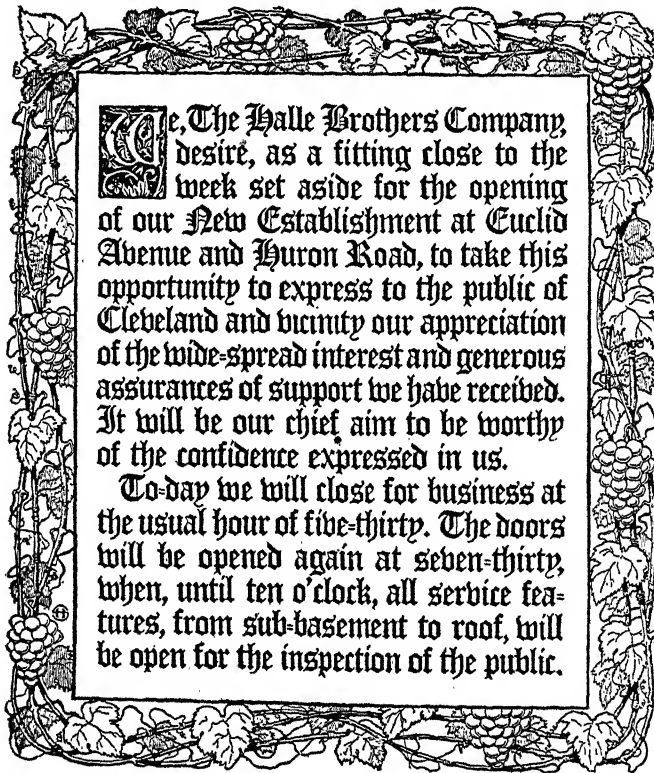
When colored cover paper is used, there should be no printing on the inside of the covers, either at back or front. But where no



special cover paper is used, the inside of the cover becomes page two. Upon this page it is usual to give some kind of an introduction. Here is one from a recent booklet:

"This store is grateful for the patronage it has enjoyed for the past seventeen years, and trust we have earned your support by deserving it. We have devoted a lifetime to study of the feet, and every subject pertaining thereto.

"We have continually worked on the basis that a correctly



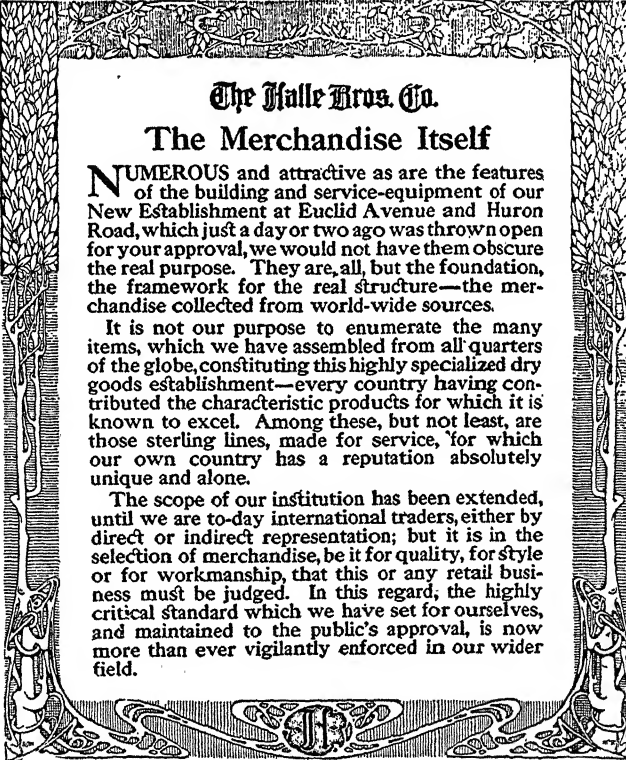
shaped and properly made shoe has all to do with the welfare of the feet. We attribute our success as a result of careful attention to all the little details of the wants of our customers.

"We mention in this booklet a few of the many styles we are showing this season. We believe that these shoes are the best results of skillful workmanship, and examples of good shoemaking.

"Our footwear has given satisfaction because of the good qualities it possesses."

The policy of the store is here defined and is a good one, viz., correct shoes correctly fitted.

If there is to be but one edition, the number of copies should be carefully stated. If there are to be several editions the minimum and maximum editions should be given in order to strike an average for the job. An outline for the book, with the number of pages to be devoted to illustration and reading matter, as well as some idea as to the amount of illustration desired is information not to be neglected.



The Halle Bros. Co.
The Merchandise Itself

NUMEROUS and attractive as are the features of the building and service-equipment of our New Establishment at Euclid Avenue and Huron Road, which just a day or two ago was thrown open for your approval, we would not have them obscure the real purpose. They are, all, but the foundation, the framework for the real structure—the merchandise collected from world-wide sources.

It is not our purpose to enumerate the many items, which we have assembled from all quarters of the globe, constituting this highly specialized dry goods establishment—every country having contributed the characteristic products for which it is known to excel. Among these, but not least, are those sterling lines, made for service, for which our own country has a reputation absolutely unique and alone.

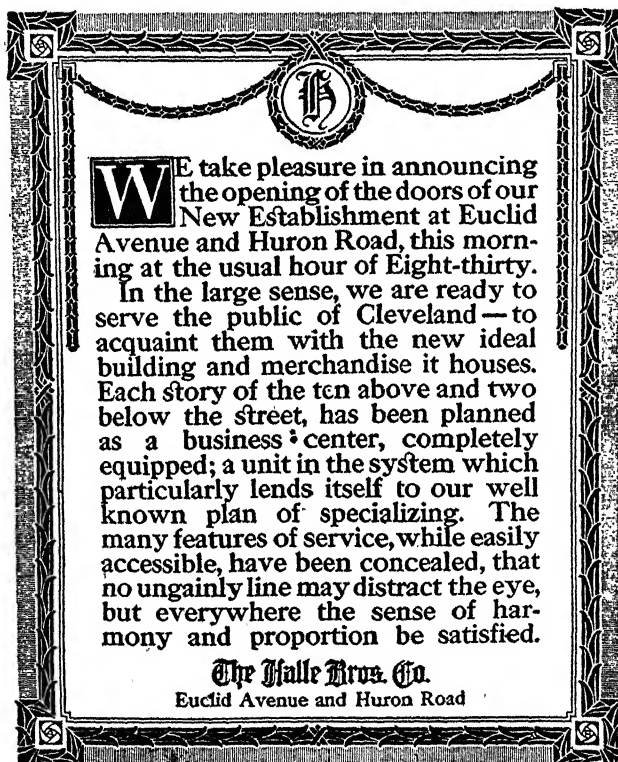
The scope of our institution has been extended, until we are to-day international traders, either by direct or indirect representation; but it is in the selection of merchandise, be it for quality, for style or for workmanship, that this or any retail business must be judged. In this regard, the highly critical standard which we have set for ourselves, and maintained to the public's approval, is now more than ever vigilantly enforced in our wider field.

As many retailers must prepare all their own printed matter, including booklets, folders, etc., it may be wise to give a few hints as to how specifications for printing should be constructed for the information of the printer in submitting an estimate.

In the first place, if you have seen a booklet or piece of printed matter you particularly desire, it is always well to submit it along with your specifications. This is often of great service to the printer in arriving at a definite understanding as to your wants.

A dummy for each page should be prepared and submitted with the text to be used, as it is almost essential that the matter to be used be measured for the purpose of estimating the cost of composition.

In the matter of paper economy, a book or booklet should be in such a form as to be divisible by eight or sixteen pages, inasmuch as the smallest form is usually eight pages and the largest thirty-two. This will save you presswork and will also save paper.



WE take pleasure in announcing the opening of the doors of our New Establishment at Euclid Avenue and Huron Road, this morning at the usual hour of Eight-thirty.

In the large sense, we are ready to serve the public of Cleveland—to acquaint them with the new ideal building and merchandise it houses. Each story of the ten above and two below the street, has been planned as a business center, completely equipped; a unit in the system which particularly lends itself to our well known plan of specializing. The many features of service, while easily accessible, have been concealed, that no ungainly line may distract the eye, but everywhere the sense of harmony and proportion be satisfied.

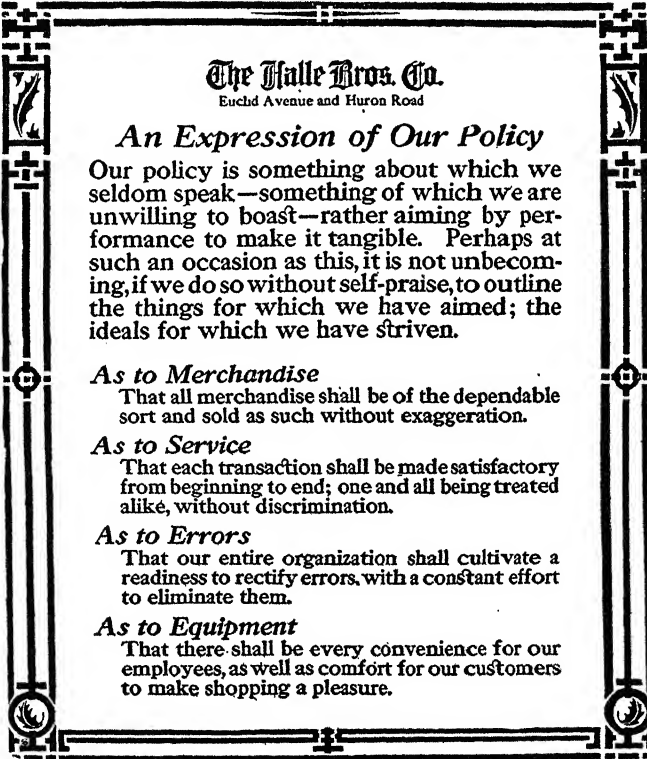
The Halle Bros. Co.
Euclid Avenue and Huron Road

In calculating for the size of the page, it is always well to allow from one-half to one inch for margin around the type page, this applying particularly to the use of any cuts that may already be in your possession or that you propose to order.

It is well to personally consult the printer regarding the quality of paper you wish to use, as he is always fully conversant with prices and can be of much assistance to you in making your selection. You may have your own particular style of type you wish used. If you do not have them, go through booklets and other printed matter and select the type that appeals to you most and submit it with your estimate.

The cover design is a matter of taste and your desires as to the number of colors used should be distinctly stated. If you think results would be increased by the use of something unique in a cover effect, say so.

The presswork and binding may be safely left to the printer. Books that carry as high as 48 pages may be saddle stitched with wire through the center of the inside pages and cover. Small booklets may be tied with silk cord or string.



The Halle Bros. Co.
Euclid Avenue and Huron Road

An Expression of Our Policy

Our policy is something about which we seldom speak—something of which we are unwilling to boast—rather aiming by performance to make it tangible. Perhaps at such an occasion as this, it is not unbecoming, if we do so without self-praise, to outline the things for which we have aimed; the ideals for which we have striven.

As to Merchandise
That all merchandise shall be of the dependable sort and sold as such without exaggeration.

As to Service
That each transaction shall be made satisfactory from beginning to end; one and all being treated alike, without discrimination.

As to Errors
That our entire organization shall cultivate a readiness to rectify errors, with a constant effort to eliminate them.

As to Equipment
That there shall be every convenience for our employees, as well as comfort for our customers to make shopping a pleasure.

The full-page advertisement of Wanamaker's is reproduced because of its excellent display and unique composition. Similar matter suitable for the merchant's own store, prepared in a similar manner, would make an excellent Christmas booklet. The divisions could hardly be more suitable had they been prepared for a special booklet.

A leaflet is practically a small booklet. It is usually of but four pages, the sheet being folded once, but if folded into more pages and not stapled or bound, and the leaves uncut, it is still called a folder.

The shorter the message on a leaflet, the better it is apt to prove for

CHAPTER XVII.

CIRCULARS, ADVERTISING LETTERS, MAILING CARDS, ETC.

CIRCULARIZING has been tested by some of the largest advertisers and found to bring adequate returns. It has also been tested by hundreds of smaller advertisers, who are not so sure that it is resultful advertising. The difference in the experience of these advertisers is easily accounted for. It is not the method that is at fault, but the manner in which it is carried out.

For the purpose of distinction we have named a printed proposition a circular, and a circular letter, whether it be written or printed, as an advertising letter. The circular proper will not be, or seem to be, a letter. If the reader will remember this distinction we are making, he will more easily understand the purport of this chapter.

The circular then is a printed proposition made by the advertiser and mailed to individual addresses. This circular may be folded and inclosed in an envelope, or it may be folded so as to pass through the mails without a covering.

It may be of varying sizes, from one the size of ordinary note to one the size of a newspaper page. The latter size is rather too unwieldy, and if there is a necessity for that much space being used, it had better be made into a pamphlet or booklet.

A circular may be printed on only one side of the sheet or may be folded and printed on both sides, forming more than one page.

The gist of the whole message should be told in the headline. It should be printed in large, readable type. This type need not necessarily be a heavy face, for a good legible light face type is much better. The body should never be set in type smaller than ten-point, if it can be avoided—twelve-point type is better still. The circular may be illustrated, and if half-tones are used, a very good class of paper should be used. In any case, the paper should be a fair quality of book paper.

The address of the advertiser should appear at the bottom of the circular and should be full and explicit.

For the purpose of drawing attention, there may be some such legend upon the wrapper as "This is not a waste-basket circular and you can prove it," or "This circular conveys a message for you, don't throw it away," or "This message is intended for you, not the waste-paper basket." The circular should always be sent out under one-cent postage. It is not necessary to pay letter postage on a printed circular. By placing a red stamp on the envelope and sealing it the advertiser is assured only

that the envelope will be opened, not that the circular will be read as some advertisers assert.

The advertiser should not take too much for granted in any of his printed literature. This should be remembered in preparing both circulars and advertising letters. Because the advertiser knows his proposition so thoroughly is no reason for believing that every one to whom the circular is directed will know it also. The object of the circular is to be informing. Some circulars are cut too short. They are too brief to allow of a full exposition of the proposition being made. Such circulars cannot make sales.

The circular which is a circular pure and simple, and does not pretend to be a letter, is just as effective today as it ever was in bringing trade. It is printed in plain type, on good paper, and is just a circular. In it the advertiser states his proposition as tersely and as briefly as possible. The message is absorbed by the one who receives it, even when its final resting place is the waste-paper basket.

The advertising letter is a higher phase of advertising matter than the circular. It is a letter that is sent out as a personal letter, but is produced by the hundreds or thousands and sent to lists of names as varying in size as is the advertiser's campaign.

It is the old circular letter scientifically metamorphosed into a personal letter. As such it is sure to reap greater returns for the advertiser.

John Wanamaker's
Store Closes at 5 P. M. Saturdays at Noon

**The First Sky Scraper Aero Station
Opened at the Wanamaker Store**

Here is a telegram from A. Leo Stevens, the well-known aeronaut, which explains itself.

To the John Wanamaker Store

"As an aeronaut of long experience, having made over one thousand ascensions, I am interested in the balloon you had suspended in the Rotunda of your store. It is the first inflated balloon I believe ever shown in a store and you are the first store in America to offer balloons and aeroplanes for sale.

The thought occurs to me, why not establish an aero station on the roof of your store building where you now have the wireless station?

There is room there for the sailing of both balloons and aeroplanes.

I would esteem it an honor to inaugurate this station and to demonstrate its practicability, and I would like to have the privilege of making the first ascension in your balloon from the roof of your store if you will grant me the favor of its use.

I shall be glad to make this ascension entirely on my own responsibility in the interest of the science of aeronautics, and if the winds are favorable will endeavor to make a landing as near Philadelphia as possible.

A. LEO STEVENS.

Permission has been granted and the large balloon Wanamaker is now being inflated on the roof of our New Building, and perhaps you may see it peeping over the cornice walls.

It is being made ready for its first ascension and the formal opening of the first sky scraper aero station in New York.

Mr. Stevens, through the Marconi Wireless telegraph station on the roof of the New Building, yesterday sent the following telegram to Harry Atwood, care of President Taft:

"Congratulations, old chap, on performing the greatest piece of aerial ingenuity in this country. You are the champion aeronaut."

LEO STEVENS. *



STUDY requires a well nourished body and a brain supplied with warm, red blood corpuscles. Energetic, vigorous boys and girls make the best scholars. Anemic, underfed pupils are a trial to themselves and to their teachers. They cannot concentrate nor observe clearly.

Sugar Glen

MOLASSES

is an ideal ration for children. Let them have plenty of it—on cakes—as a syrup for muffins or corn bread. The juice of ripe sugar cane—it is eagerly absorbed and transformed into rich red blood by the digestive juices. It is a great heat and energy producer and tissue builder.

At all grocers. 25, 45, 80c the can.



Franklyn Hobbs, one of the best-posted men in the United States on advertising letters, says of them:

"An advertising letter must first be well written, then reproduced, so that it will have the appearance of a typewritten communication. Much also depends on the list of people to whom it is sent, and much on the day of mailing. Two-cent postage is essential, and there are a number of other little details that make for results, which are commonly overlooked by those who mail direct advertising.

"In writing an advertising letter, too many advertisers fail to make it a letter. Instead, the tendency is to write simply a circular which, upon first sight, is seen to be such. I find it difficult to convince some advertisers that an advertising letter is not a catalogue, a booklet or a price list. They want to tell too much, and in place of a letter would send what is simply an advertisement in letter form. Eighty per cent. of all the circular letters sent out announce themselves as an advertisement in the first line with some such beginning as, 'I want a moment of your time,' or 'Will you pardon us if we venture to call your attention to——.' The other 20 per cent. go to opposite extremes, and endeavor to be familiar, overlooking the fact that a facetious communication is never sent in the regular course of business correspondence to a stranger."

A. W. Shaw, who has made sales letters a life-long study, in a recent letter intended to sell a set of books on sales letters, said:

"Almost the very day the Shaw-Walker Company began business, I bought ten typewriters. And from that day, as long as I was actively connected with that company, these typewriters and many more were grinding out sales letters. And they 'ground' them out, THEN, in a

STATION NEW YORK PARIS

The A.T. Lewis & Son Dry Goods Company.
Wholesale and Retail Dry Goods.

401 NEW YORK
401 NEW YORK
401 NEW YORK

Denver, Colorado,

Dear Madam:-

The preparation of the home is the point where we may meet on common ground.

You are to make the home select here the furnishings and all the beautifying elements to enter into your purse and artistic taste.

Check over this list:

China	Linoleum	Picture Shades
Lamps	Aluminum Ware	
Cupboards	Glass Ware	Plates & Cases
Refrigerators	Picnic Boxes	Kitchen Tools
Ice	Trunks	Refrigerators
Mattings	Handbags	Leather Goods
Couch Covers	Shoes	Perch Shades

We have the articles and some ideas to help you in your choosing.

Come to us at your earliest opportunity, if you have not already done your buying and we will save you some money.

Yours very truly,

THE A. T. LEWIS & SON DRY GOODS COMPANY.

STATION NEW YORK PARIS

The A.T. Lewis & Son Dry Goods Company.
Wholesale and Retail Dry Goods.

401 NEW YORK
401 NEW YORK
401 NEW YORK

Denver, Colorado,

Dear Sir:-

Having received hearty response and cooperation as a result of my former invitation to my friends to inspect the A.T. Lewis & Son Dry Goods Company, I am sending the invitation to you and to your friends to inspect the new fall and winter styles, the new shades including silks, browns and blues. These goods come to us under the following recommendations and we have the highest confidence in them. A.T. Lewis & Son Dry Goods Company is the finest manufacturer of goods obtainable in America, and there is a reason for this. A.T. Lewis & Son Dry Goods Company is the finest manufacturer of goods obtainable in America, and there is a reason for this. A.T. Lewis & Son Dry Goods Company is the finest manufacturer of goods obtainable in America, and there is a reason for this.

A.T. Lewis & Son Dry Goods Company is the finest manufacturer of goods obtainable in America, and there is a reason for this. A.T. Lewis & Son Dry Goods Company is the finest manufacturer of goods obtainable in America, and there is a reason for this. A.T. Lewis & Son Dry Goods Company is the finest manufacturer of goods obtainable in America, and there is a reason for this.

I will return it a personal favor if you will call for me upon visiting our Clothing Department and I will save you some money. I will return it a personal favor if you will call for me upon visiting our Clothing Department and I will save you some money. I will return it a personal favor if you will call for me upon visiting our Clothing Department and I will save you some money.

Thanking you for your past and future patronage and for all that you will do for your friends a good time by calling on me if the first place to be the best in the clothing line, I am

Yours sincerely,

6

The Florsheim Retail Shoe Store

EXCLUSIVE AGENTS



18 West Jackson Blvd.

CHICAGO

Mr. A. L. Keller.
Dear Sir:-

The average man can't tell a good shoe from a bad one - until after he has worn it.

But - right here's where our experience in buying and selling satisfactory, reliable footwear and the reputation we have made as distributors of dependable merchandise protect you.

We sell the Florsheim Shoe because we know our patrons receive dollar for dollar in style, service and comfort.

That after one experience, almost without exception, Florsheim wearers come back for another pair.

What better test or evidence could any man ask - can you spend your shoe money to any better advantage?

The Fall styles are here - we have never had such a snappy "up-to-the-second"-line of shoes in our store and you'll appreciate looking them over.

But, do it now!

Yours very truly,

Sept. 1911.

The Florsheim Retail Shoe Store

It should be a letter. It should start off with "Dear Sir." The letter should be just the same as if it had been written personally. It need not be polished into a literary gem. If it is, it is likely to soar above the heads of commonplace business men. The personality of the writer will have been squeezed out of it entirely.

There are many times when a circular letter sent to a selected list of customers, or persons who might become customers, will bring quicker returns than an advertisement placed in a newspaper. The cost will be about the same, but the direct message contained in the circular or advertising letter will act quicker.

Supposing the shoe merchant decides to try out circular

single store in the Muskegon Opera House. Today the Shaw-Walker plant covers almost a city block. Letters alone did not do this—but they helped, TREMENDOUSLY.

"When I started to publish SYSTEM, I started to mail out letters—millions of them—in a single year, almost five millions. And in eight years, SYSTEM grew from a tiny pamphlet to a mighty magazine. Letters helped—tremendously." Such testimony cannot be overlooked.

The circular letter or the advertising letter should be printed in imitation writing, or typewriting, if possible, and the names filled in, but many small firms cannot afford to have their few hundred advertising letters printed at so much expense. Any printing office can supply a good printed circular letter, which for the purposes of the small retailer is likely to be just as effective as the more expensive kind.



Great Values Inside

Men's Suits at \$8.90

All About our All Wool

EXTRA!



You will always find our Goods and Prices on the

SQUARE

The Lowest Prices for Like Quality

Keep these Samples you will want a suit later, if not now.

F. L. Weaver

is the recognized Headquarters for CLOTHING, SHOES, HATS AND FURNISHING GOODS



Sole Agent for the CROSBY \$2.50, \$3.50 and \$4.00 Men's Shirts.

A MAILING CARD, OR FOLDER

Samples of cloths and prices of suits were shown on the reverse side.



letters for a season. His first task will be to make up his list of names. It is hardly possible to make advertising letters pay if the same circular is sent to the lawyer and doctor, the artisan and mechanic, the farmer and merchant. Lists for the trade, lists for lawyers and lists for judges, lists for doctors, lists for mechanics, etc., should be prepared and letters should be written especially for each list when it is at all possible.

Suppose he has his lists ready, and the spring season is opening. To the lawyer, doctor, preacher and men of that class, he advertises his better grades of shoes. To the mechanic and laborer he advertises his

medium and working grades. Supposing he has only 1,000 names in his lists; these may be sub-divided into five classes averaging two hundred names each. It will cost practically five times as much to prepare these five circular letters as it would to prepare but one letter for the whole thousand. The cost of mailing is the same either way.

How about returns? The same letter sent to every name on the list must be so general in tone as to include all classes within its range. It might be likened to the old shot-gun. It is well loaded, but it scatters so that only small game can be brought down with it.

But let the letters be directed to the different classes, and worded to suit their tastes and temperaments, and the returns will be a hundred-fold.

All classes of merchandise can be advertised by the circular letter. Wearing apparel, things to eat, things that are good to look at, expensive and inexpensive alike can all be sold by good circulars. This has been proven by many mail-order houses, and surely what they can do, the retail merchant can. He has many more facilities for succeeding with this sort of advertising than the mail-order houses.

SPOKANE'S BIG STORE

The Wonder
of the Northwest
for everything to do and wear
 211 N. 2ND ST. SPOKANE, IDAHO

Spokane, Wash.

Dear Madam:-

We hereby extend to you a cordial invitation to do your trading at "THE WONDER." You will find our "Cottage Inn," or Ladies' Rest Room (located on the main floor) an excellent place to meet your friends. You are invited to come, whether you want to buy or not, and examine our magnificent display of ladies' up-to-date wearing apparel. Our spring stock is now complete, including new styles in Tailor-made Suits, Rich and Elegant Waists, Skirts and Coats. Special attention is directed to our showing of newly fashions and complete showing of spring and summer millinery. The styles this season are beautiful and our display is the most pronounced and comprehensive we have yet shown. You will find our prices most reasonable with an assortment to meet all demands.

We matter what your needs may be, we can supply them at "SPOKANE'S BIG STORE" and always at prices less than elsewhere.

Yours very truly,
 "WONDER DEPARTMENT STORE."

Adresse Télégraphique
ATLEWIS-PARIS
 Téléphone 289-80

The A. T. Lewis & Son Dry Goods Co.
 1, RUE AMBROISE THOMAS, I
 PARIS, 14^e MARCH 1908.

O. ROGEE & SONS,
 Editeurs Représentatives

Dear Madam:-

In compliance to a request by the LITTLE CRYSTAL, we are sending this letter of style to you.

Several costumes have just now been printed for them in Berlin, St. Gall, Lyons and Calais also.

Your Paris letter. It will be a large, or small to suit you. The style will be very new, a new all over, -1000 to 1000, series, garment in red, white or apricot. Features and flowers are the principal trimmings used by Godefridi, Blum, Nelson and Lantini and others.

Many styles and new women effect are most liked. Many colors, in all fabrics for the costumes are to be first shown but stripes are elected by a new to be very fine white for when gold serge are best than fine pique and all the others.

Large covered buttons, gilt buttons, suitable braid appliques, bordered designs, heavy laces are quite the best styles in ornamentation.

Creek and Japanese trimmings are also in the new styles. These effects in the modern and modern styles in the streets.

Stones are quite common in the tailoring styles but in a series of fact in the millinery and silk styles.

We hope this will be of interest to you.

Sincerely we are,
 THE A. T. LEWIS & SON DRY GOODS COMPANY,
 BY O. ROGEE & SONS.

The A. T. Lewis & Son Dry Goods Company.
 Wholesale and Retail Dry Goods.
 Denver Colorado.

Dear Sir:-

During your stay in Denver you will probably need something that a good store for men can supply you.

Besides having the progressive styles of the town for women, we are keeping a men's store that is pleasing to particular men.

We give a discount to the profession. Telephone, or come yourself.

Yours very truly,
 THE A. T. LEWIS & SON DRY GOODS CO.

SPOKANE'S BIG STORE

The Wonder
of the Northwest
for everything to do and wear
 211 N. 2ND ST. SPOKANE, IDAHO

Spokane, Wash.

MAIL ORDER DEPT

Dear Madam:-

Following the arrival in the city, we have printed a circular invitation to visit Spokane's Big Store, "The Wonder," to have it your temporary headquarters. You will find our Cottage Inn, or Ladies' Rest Room, located on the main floor, an excellent place to meet your friends and while waiting for them, you can rest in the Wonder Library, or can write your letters and mail them direct from our D. S. Post Office, where you can procure stamps and money orders or register your letters.

We have a first-class orchestra play every afternoon and every thing possible is done to make your visit a pleasant one. Come, whether you wish to buy or not, as we will always be glad to see you and have you look over our magnificent stock. Our prices are the lowest and you can not only save time, but you can save money on every purchase made by you in our establishment.

We shall be pleased to have you call while in the city.

Very truly yours,
 SPOKANE DEPARTMENT STORE.

The majority of people do not receive as many letters nor as many circulars as the merchant and professional man, so that the circular is a particularly good proposition for the retailer to use.

One circular letter is of very little value, however, except as it supplements his other advertising. But a series of letters multiplies the value wonderfully. This series should never be less than three—five is

perhaps better. The first letter should state the proposition fairly and squarely. The second, usually sent out about ten days or a week after the first one, should mention the fact that a former letter had been sent, and then give more reasons why the reader of the letter should make his purchases at once and at the advertiser's store. The third of the series should be similar in character to the second and should be just a little more persistent. If it is the final letter of the series, a special price might be quoted or a special offer of some premium or souvenir made. It should in some manner try to clinch a sale.

When there is only one circular or letter to be sent, it might be advisable to combine the two by sending a letter on the first page of the sheet and utilizing the other three for illustrations and offerings. This circular should be, when folded once, the size of an ordinary commercial note-paper. This form presents the letter first upon its being taken from the envelope and being opened. This letter should call especial attention to the offerings on the following pages and urge the reader to look them over.

Throughout the text of this chapter are shown a number of examples of circular letters that have proven satisfactory business-getters.

The mailing card is one of the cheapest and best mediums that the retailer can use for bringing any direct proposition before the public. It can be made of any reasonable size to fit any proposition. It should not be a mere postal card, for that brings it within the limits of a brief form of letter. It should be printed much in the same form as a newspaper advertisement. It should have a strong headline. It should state in the body of the text just why the card is sent out. It should give the proposition in a plain and forceful manner. It should be full of suggestion. It should give reasons why the receiver should take advantage of the offer. It should state all the advantages of the offer. The offer should be set forth in such language that it cannot be misunderstood. Any mailing card that does this and is sent to a good list of names will pull direct results.

The mailing card printed in two or more colors will attract more attention than one printed in one solid color. The colors should harmonize, however, with the message and not be such as will offend good taste.

Mailing cards should be used in sets of three or more. Each additional card sent out adds to the value of the former ones and strengthens its own proposition in the same manner in which each succeeding newspaper advertisement adds to a firm's standing in the community.

If a series of three or more cards are used, the message should be so graded that each succeeding card adds to the message sent in the former cards. New ways of expressing the same idea should be used and new reasons for accepting the proposition should be given.

Suppose the hatter sets out to advertise his hats by means of mailing cards to a thousand men. The first card should briefly state the policy of the store, its standing in the locality, its facilities for getting and handling

Some time ago we did some work for you; it was our intention to do it in as good a manner as possible and if it has not proved satisfactory in every way we are anxious to know of it and make it satisfactory.

ECONOMY UMBRELLA CO.

J. M. Van Valkenburgh

253 La Salle Street

HARRISON 7208

Our policy of doing good work and then standing by it is our most effective advertising—call 7208 for the facts.

ADVANTAGE



I DID think once but it didn't do me good. I thought it wouldn't, but to have a cover put on by the Economy Umbrella Co. and then paid a good deal more for a new umbrella.

TRADES BLDG.—SEE CLASSIFIED TEL. DIRECTORY

THE FINDER IN WHOM THE ECONOMY UMBRELLA CO. NAME, COUNTY AND REPAIR UMBRELLAS, IS REQUIRED

DON'T HESITATE

THAT'S WHAT BROUGHT GOOD INTENTIONS INTO BAD REPUTES

HARRISON 7208

253 LA SALLE ST. OPPOSITE BOARD OF TRADE

Don't Hesitate to Call Us
FOR A SMALL JOB
FOR YOUR CONVENIENCE
Make your request by
placing an X below

☐ Unserviceable Ribs
☐ Unserviceable Cover
☐ Unserviceable Repairs
☐ Parasol Mesh, Cover or Repaired

HARRISON 7208

Economy Umbrella Co.
253 La Salle Street
CHICAGO

OPPOSITE BOARD OF TRADE

YOUR NAME AND ADDRESS IS NECESSARY

ECONOMY UMBRELLA COMPANY
Umbrella Makers, Covers, Repairs
253 LA SALLE ST.
HARRISON 7208

USE ATTACHED SLIPS ON YOUR TELEPHONE CARD OR PASTE IN SOME CONVENIENT PLACE

J. F. COULDERY
American Canning Company
253 LA SALLE ST.
HARRISON 7208

ADVANTAGE ADVERTISING

IF YOU MUST WORRY, PICK OUT SOMETHING WORTH WHILE AND MAKE A MAN'S JOB OF IT
Simey Brown

Economy Umbrella Co.—J. M. Van Valkenburgh—Herman 7208

Umbrella Makers, Covers, Repairs, 253 La Salle St., near Jackson

the latest styles. It should then take up some particular class of hats and tell about them in a way that will picture them to the readers' mind. Prices should be casually mentioned. If it is a spring campaign the first card would be issued sometime about the early part of February. It would take stiff hats for its first subject. The second card might be sent out about a month later and take for its subject, soft hats. Another following as soon as weather conditions are right should treat about the straw hats for summer.

Such a series sent to a thousand men that wear hats should bring about good results. It will help along the newspaper advertisements that are daily or weekly appearing along the same lines.

A clothier can use the cards in a similar manner. One can illustrate and tell about the new spring coats and raincoats. Another about the early spring suits. Another could take up the new summer two-piece suits. These cards should tell what colors and styles are being most favored and set forth the advantages of trading at the advertiser's store.

The retailer receives many mailing cards in the course of a month. By preserving the best of these he can pick out ideas enough to help him prepare a good series for his own use. Form, color, style and even subject matter are all there for him to appropriate for his own use.

No matter what the style of the card used, no matter how well illustrated it is, no matter how neatly it is printed, unless the copy is strong in advertising power, it is useless. It must be "salesmanship copy" or it is likely to prove of little value. It must be straight from the shoulder selling talk, if it is to sell goods.

Your copy must fit the goods; it must fit the person to whom it is sent, and the one thing to be kept prominently before you during its preparation is that the sole and only purpose of the copy is to sell goods. Such copy used on mailing cards sent out at intervals and judiciously sandwiched in with other items of direct advertising matter will create as much business per dollar invested as any known sort or kind of advertising.

The souvenir post card craze can be taken advantage of by the retail advertiser. Comic post cards are cheap, and if judiciously used will bring in good results. The comic that is suggestive of improper things should be severely left alone. The merchant who would dare use one of these would lose caste with a great many men who frown down on anything that might have a hidden meaning.

We reproduce a page of mailing cards that brought business to the Economy Umbrella Co., Chicago, Ill.

CHAPTER XVIII.

A FOLLOW-UP CAMPAIGN FOR THE RETAILER

IN the last two chapters was shown the value of booklets, circulars, advertising letters, and mailing cards. In this chapter is outlined a campaign in which they can be used. It is called a "follow-up," because one piece of advertising follows another until the "prospect" is landed or the last of the series is used.

Supposing the clothing merchant makes up his mind to be more active the coming season, to do more advertising and to make that advertising as effective as possible. He is using the newspapers right along, and, of course, will not drop that. But he must do more advertising than that which he is doing in the newspapers, and decides to try circulars and mailing cards. Several of these, together with a good booklet, will make up an excellent advertising campaign.

It is conceded on every hand by expert advertisers that it is better to concentrate an advertising appropriation than to scatter it. It is far better to advertise effectively to 500 persons than to merely reach 5,000 with doubtful results. That is, it is more profitable to reach 500 persons with ten advertisements, than it is to reach 5,000 with only one advertisement.

The retailer must keep continually hammering away at a prospective customer until he has secured him, or until he is perfectly sure that he cannot induce him to become a customer. No merchant can expect to secure every person in his neighborhood as a customer. There are other merchants who have bound these people to them by friendship, good service, good merchandise, and other ties. But he should try to secure for himself all he can, and it is surprising how many people there are who will come when invited, who will go where commanded, who will act upon the merest suggestion. It is these people that the retailer should try to induce to come to his store for their supplies.

Now, for the clothier's follow-up campaign. We will presume that it is the fall season and that the clothier carries a full line of wearing apparel for men, including men's hats, furnishings, clothing and shoes.

He, first of all, prepares his booklet, which should be in the nature of a diminutive catalogue. This booklet will treat of the store policy and be a general invitation to each reader to call at the store. It will take up each line separately and give some information about staple lines that are usually carried in stock. Men's business suits, men's dress suits, blue and black suits, light-weight overcoats and raincoats, heavy-weight overcoats, odd vests and trousers, hats, shirts, underwear, shoes and rubbers should

all have separate sections or departments in this booklet. It might be necessary to have thirty-two pages in which to tell the whole story. This, of course, would depend largely upon the size of the establishment. It should be at least large enough to do justice to the stock.

If desired, this booklet instead of containing all of these lines and being of considerable size, could be divided up into say four smaller ones. These could be sent out at intervals of a week apart, and alone would make up quite an effective campaign. But we will suppose for the purpose of illustration that there is to be but the one booklet.

This booklet is to be sent to men who are not customers of the store or whose purchases there are only occasional. The object of the campaign is to get new customers; to bring prospective customers to the store. The list should be carefully made up of men who are known to be householders and of men who are holding steady positions in the locality. Names of irresponsible persons on a list of this nature weakens the returns from it by adding to their cost.

It is very desirable that young men should be interested in the store, and a special folder should be prepared and sent to them. The parent receiving the regular follow-up matter will naturally communicate its purport to the members of his own household.

The booklet should be mailed at the beginning of the season, just at the time when the chilly nights are turning men's thoughts toward heavier wearing apparel.

About ten days later a circular letter should be sent out to the same list of names. It might state that the booklet had been sent and that if not received, another would be mailed on request. The retailer might add that he had sent the booklet for their mutual benefit; that he believed it would be to the advantage of both for the person addressed to become a customer of the store. The policy of the store might be emphasized by stating that every customer of the store was assured satisfaction in every purchase or money would be gladly refunded. It might end something like this:

"Kindly look over this little booklet again—see if there is not some line described that you can use. If there is, come to the store sometime and let us show it to you. Come anyway. We will always be pleased to welcome you here."

It is desirable that careful record be kept of all who respond to these invitations. When any of those whose names are on the list have called and made purchases or have only looked over the stock, their names should be taken off the list so that the remaining pieces of literature do not reach them. The reason for this is obvious. When one man invites another to call at his home and he does so, he does not continue to importune him to call. He may ask him to call again—that is permissible, but he would only make a fool of himself if he kept on urging him to call, all the while ignoring the visit already made.

After another week having elapsed, he should send out a mailing card. This card should be an advertisement, pure and simple. It should

take up some special line, such as heavier underwear, rain-proof coats or shoes. The weather conditions might dictate just the line most suitable, for it should mention the most timely line possible. It should be as seasonable as the merchant can make it.

At the end of another week, another circular should be mailed. This should be in the nature of a personal letter, as should the first circular. This one might start off with:

"Have you been in to see our new lines yet? If you have not, you are missing a treat. We are anxious that you should see the nobby styles we are offering this season, and extend you another invitation to call. Come this week."

The letter then might take up some special line, such as business suits. These need not be very elaborately described, but one or two special lines can be casually mentioned and priced. These, if illustrated in the booklet, could be referred to, the page on which they appear being mentioned. This might be followed by a closing paragraph similar to the following:

"Perhaps you are well supplied at this time with clothing, but there is always something wanted in ties, collars, shirts, and other little things that are to be found here. Drop in any time you need something to wear and let us show you what is new."

In another week, another circular is sent to the same old list of names. This letter should be short and should state that a small folder is being prepared, illustrating some of the new things in shoes and hats, the two extremes. It might say:

"These lines are already on sale, and we would be pleased to have you see them at any time. Don't wait for the folder if you are in need. It is not intended to take the place of our show-rooms, for it can but inadequately represent our offerings. Only a few of the novelties can be shown in the folder, while we have hundreds on sale," or something to that effect. In it should be also mentioned some new thing in either shirts, ties, or other article that has a popular sale.

This circular will prepare the mind for the folder, which should follow in about a week's time. It will make the folder much more valuable than if it was sent out first, and then a letter following it or even one being sent with it. It has served to make the mind curious of what the folder will show. It is sure of a reading, while otherwise in some cases it would be cast aside.

In this campaign, the merchant has concentrated his advertising eloquence upon a certain number of persons known or unknown. From first to last, seven pieces of advertising have been mailed to each in the space of two months. Now, if one of these little advertising bullets does not hit the mark, nor all of them together make a strong impression, it would be a queer thing. It is certain that every one on that list will, at least, give the merchant a chance to make good his statements unless they are wedded to some other store. Even old customers of other stores will, at

least, come to see the store of the man who has so persistently advertised its good features.

Those who come out of curiosity to look around should be treated with the same courtesy as those who come to buy. Those who buy should be assured that it is the desire of the store to give perfect service, reliable merchandise, and satisfactory wear.

If any claims are made or complaints arise, they should be settled and adjusted to the satisfaction of the customer at any cost. In this case, the dealer has gone to considerable expense to obtain new customers. The purchases made in the first case will give but little profit because it has cost considerable to secure the customer. It is the second, third, and following purchases that will bring the profits to the merchant's cash drawer.

If this campaign does not secure a goodly percentage of new customers, it will fail from one or both of two causes. The advertising matter was not properly written or the store service and the merchandise are not up to the mark.

Now, what about the old stand-bys of the store? Are the old customers to be neglected altogether in this campaign? By no means. Old customers are valuable, even more so than new ones.

The booklet, mailing cards, and folder used in the campaign outlined above should be secured in sufficient quantities to allow of one of each being sent to the old customers' list, as well as the new list. These can be sent out when the others are mailed and in itself will make quite a nice little series.

The merchant should by no means neglect his newspaper advertisements during this time. In reality he should give them more attention than usual, for on them he must depend to a certain extent to verify what he is sending out through the mails.

When he sends out a mailing card calling attention to some particular line he should talk that same line in his newspaper advertisements. In the same way he should display these lines in his windows. The advertising in the follow-up, in the newspapers and in the window should be identical to bring about the best results, for the one helps each of the others in making sales and creating a good impression.

In his newspaper advertisements, he might say:

"See our window display."

In the window, he should have a card saying:

"See our advertisement today in the — *Press*."

This plan is given here merely as a suggestion, and can be adapted to suit all clothing stores.

The hardware merchant would have to follow entirely different lines. He would have to have his mailing lists divided into a number of classes. He could send out a catalogue of stoves to householders. He could send out a circular about paints to owners of houses. He could send out circulars or mailing cards to builders and carpenters. Tools could be advertised by a little booklet sent out to all men who work by

the day and who have any use for tools. Such a list might be secured from a membership list of the different trade unions in a city.

The shoe merchant could follow the plan outlined quite closely, but the baker and confectioner could not. The latter could use a series of half a dozen mailing cards sent to housewives. On each card some new feature of the baking done by the advertiser should be featured. One week it might be bread; next week, cakes; the next, pies, etc. If he does catering as well as baking, he should not neglect the opportunity of telling how much trouble he could save the hostess at such functions as she may give during the season.

In some localities, where there are a number of R. F. D. routes, a follow-up campaign could be worked vigorously. Even if the trading is done mostly away from his town, the merchant could make it interesting enough for the farmer to bring him to the merchant's town.

A follow-up can be made up of several pieces of inexpensive advertising mailed at regular intervals. Any particular line of goods can be exploited in this way. If they are mailing cards, and these are the best where a cheap means are required, because the postage on them is but one cent, each one should feature but one particular point. Each point is then brought out, the one following the other. These cards coming closely together, one after the other, will make the person addressed curious about the article advertised. This curiosity arouses a desire first to see the article and then to possess it.

Not many retailers have given this idea of a follow-up campaign much thought. If it has been thought of at all it was only to be dismissed as useful for mail-order houses and general advertisers, but of no practical value to the retailer. A few moments thought, however, will show how resultful such a concentrated advertising campaign might prove.

CHAPTER XIX.

CALENDARS, BLOTTERS, PICTURE CARDS, ETC.

AS an advertising medium, calendars are good, notwithstanding the fact that there are millions of them distributed every year. The calendar is perhaps one of the oldest methods of modern advertising now in use, but at one time the insurance company and the printer seemed to have the sole right to their use.

Nowadays, almost every firm, wholesale or retail, small or large, gives away calendars, or have given them away at some period of their business existence. Some have brought advertising results and some have not.

The merchant knows what a scramble there is about holiday time for calendars. The very fact so many persons inquire for them is proof positive of their advertising value.

Profitable or not, as a standing advertisement, the merchant who distributes a pretty and artistic calendar will get the good-will of every person who receives one. They get word of mouth advertising from its distribution even if they do not get it from the calendar itself.

The wall-hanger is probably the most sought for by the women, but it is for its artistic merits alone and not for its utility as a calendar. Men, office men especially, find a large wall-hanger calendar very useful, but in many cases the pretty picture is cut off and the calendar pad hung up.

These large artistic reproductions of famous pictures, handsome stage beauties, and beautiful women often find a resting-place under a passe partout frame. Human ingenuity, especially that of the female gender, will find a way to mutilate the handsomest calendar unless the printed advertising is placed in the figure or on the scene represented. When this is done, the hanger loses its value in their eyes, but it becomes an advertisement of value then. It may not be hung in the most conspicuous place in the home, but it will be hung somewhere for its artistic value.

These hangers are among the most expensive of all calendars, except those made of other materials besides paper. Celluloid, velvet, metals, etc., are employed to make many neat effects in calendars that run up rapidly into money.

There is one kind of calendar that will always find a place in an office or home; those little ones that can be slipped into a No. 7 envelope and are just the thing for mailing.

There have been many ideas utilized in making up calendars that go far to having them hung to stay hung at least for one year. Take the combination match-safe and calendar, for instance. Here the utility of the article is doubled, and hence, the likelihood of its being preserved is also doubled. Then, there are those little novelties called color barometers, in which one or more of the characters in the picture are dressed, in part, at last, with real clothing. This is usually the skirt of one of the figures. With every change in the atmosphere the color of the skirt changes, indicating fair weather, rain or change. These are valuable as curiosities as well as barometers, and when a calendar pad is added, make a novelty that is sure to be looked at very often during its life.

When expensive calendars are used, it is up to the merchant to see that they are distributed where they will do the most good. He should find a place for them in hotels, barber shops, public halls, waiting rooms, etc. He should deliver these himself, personally, or through a responsible representative, and see that they are hung to stay hung, and that there is no chance for another to be hung over it, obscuring its beauty, at the same time hiding the advertisement. The rest he should distribute from a list made up of his customers and friends. A few always should be reserved for those who may come in at the eleventh hour, wondering why they were not remembered.

In purchasing calendars of any kind, the retailer should select but

one style or pattern. The design or picture should be the same on each and every one of them. If different scenes or pictures are purchased, there will always be some who will want to make a choice, causing loss of time, when it can be least spared. Others there are who will find them all so beautiful that one of each will be demanded as a right. These requests the retailer can hardly refuse to grant to a good customer, but in that way some of his customers get several and some get none.

The advertisement on the calendar must of necessity consist of but few words. This is usually merely the business card of the firm preceded by the words, "Compliments of."

If the firm has a store motto or "slogan," the calendar will assist in making it a household word. There should be some sort of advertising phrase used besides the simple business card, and if the store has never used a slogan, one should be coined for the occasion.

While there should be some advertising done in the printed matter on a calendar, it must be done in small space and the fewer the words the larger the letters will be. Small type are of little value in advertising on calendars and should be avoided. It is far better for merely the name and address to be seen plainly than for a long-winded advertisement to be hidden from the eye unless a close inspection is made. It must be readable at a glance or it will never be read at all.

Blotters make good advertisements. The value of the advertisement rests entirely upon the quality of the blotter. The kind that will blur the writing are not good advertising, but the very opposite.

As in everything else, there is a right and a wrong way to distribute blotters. They are cheap, and because they are cheap some merchants value them too lightly. They distribute them freely as long as they last, and when they are gone wonder how it was they were fools enough to go in for them at all.

Blotters, like calendars, are articles of utility. There is a place for them in every home, and in every office. The whole trouble lies in getting them into that place.

They may be profitably distributed from house to house. This does not mean that they should be thrown into front yards. It means a thorough distribution. The distributor should ring the door bell, and hand in the blotter with the remarks, "Kindly accept this blotter, with the compliments of — & —."

In office distribution, it is better to leave but a couple at most on each desk. At the end of the week another couple could be left and so on, until it is decided to quit their use. When a stack of a dozen or so are left at one time, they are looked upon as of less value and are thrown away half used. The longer they do duty, the more lasting the advertisement.

The advertisement printed on the blotter should also be short. Large type should be used, for the message that it conveys must be easily read while the blotter is in use. Some bright catch-line should be

used, one similar to, "You can't blot out the fact that, etc.," is easily remembered and is appropriate as well.

The schools should not be forgotten in a blotter campaign. In fact, to the writer's mind, it is here where the blotter will be found of the greatest value. As in office distribution they should be sparingly distributed. Sufficient to supply each pupil with one each week is better than leaving half a dozen for each, for then they become too common to be thought of after the first moment's enthusiasm.

The advertisement on the blotters for school distribution should be very simple. They should be illustrated with outline cuts. These the pupils will find much pleasure in copying, for each pupil draws at school these days. When children's wares are advertised in this way, the appeal should be direct to the child. Make the child want what is advertised, and the parents will hear of it, and the store that advertises it will not be forgotten when next anything in that line is required. The boys and girls will see to that.

Picture cards are another means of advertising, through the eyes of the children. All will remember, some years ago, the craze there was for picture advertising cards. The craze is being duplicated in the craze for picture post cards. Picture cards are now printed very cheaply in colors, owing to modern advancement in the art of printing. If used at all, they should be freely given to all children who ask for them.

Picture puzzle cards are, perhaps, of more value, as they will be taken into the homes, and the parents interested in the solving of the problem.

Picture cards are considered of little value today as advertising, but these puzzle cards should be good for any line.

Such cards as "The Liar's License," the "License to Butt In," etc., are good, when the retailer is catering to the young men's trade. Such novelties always take with them. If they are such as to cause them to discuss the store freely, the advertising value can readily be seen.

CHAPTER XX.

ADVERTISING NOVELTIES

THERE can be had a lot of advertising out of the advertising novelty if it is properly used. In the first place, the novelty must be suitable for advertising the business represented. In the second place, it must be properly distributed so as to avoid loss. There is perhaps no kind of advertising that is so often misused as the advertising done with these little novelties. A careful selection of the novelty to be used and a careful distribution to avoid duplication and to escape placing them where there can be no results from the advertising are absolutely necessary to obtain returns from their use.

Almost anything that is to be given away free that contains advertising matter on it, or on the wrapper, or when advertising matter accompanies it, may be called an advertising novelty. Free samples are the only exceptions to this rule.

The object of using advertising novelties is to get advertising from them. It is obvious, then, that an article of general utility, one that is often used and one that will be kept the longest is likely to prove the best advertising medium.

Some very beautiful advertising novelties are rendered worthless by the manner in which the advertising is placed on them. A pretty piece of bric-a-brac makes a very acceptable novelty to the majority of women, but if the beauty is marred by the advertisement, it will not long be seen, but will soon be thrown upon the rubbish heap.

Nathaniel Fowler, Jr., has laid down the following among other rules as a guide to the use of novelties. They are worth remembering when the merchant sets out to use novelties as an advertising medium:

"The novelty of use will be kept longer than the novelty of looks."

"The novelty of both use and looks will be kept the longest."

"The best advertising novelty is the one that supplies some definite want and has a real use, and is not so covered by advertising as to be objectionable to the receiver."

"It never pays to give the public anything disappointing, apparently cheap and poorly constructed."

"Never distribute an advertising novelty promiscuously."

"The method of distribution should be decided upon, and the expense calculated before the order is placed."

"Better have a hundred novelties, with little advertising upon them, well kept and appreciated, than a thousand novelties thrown away."

These axioms on the selection and use of advertising novelties might be continued to cover the subject, but to do so would take up too much space.

Advertising novelties have become a staple on the market, and many firms devote their whole resources to the manufacture of them. They are made of every conceivable material, such as wood, paper, metal, glass, celluloid, bone, etc. Some can be purchased as low as half a cent apiece, or even less, while others range in price as high as a dollar. The method of distribution and the number to be distributed will often govern the price to be paid where an advertising appropriation is limited, as it usually is, in the retailer's case.

It is often hard to decide just what is best to get for distribution. The difficulty is slight if the customers, or "prospects" to whom they are to be given are all of one class. But when of mixed classes, it is the hardest thing to decide just what will be most acceptable to the largest number.

We give here a brief list of some of the advertising novelties that have been used for years. They have drawn trade for hundreds of merchants and will draw trade again for the retailer who uses them rightly.

FOR THE OFFICE AND MEN

Cigar Cases	Pin Holders	Calendars
Paper Weights	Pencils	Lead Pencils
Card Cases	Memorandum Books	Match Strikes
Ink Stands	Memorandum Pads	Mirrors, Wall
Rulers	Blotters	Wood Business Cards
Match Safes	Envelope Openers	Aluminum Cards
Tooth Picks	Diaries	Stamp Boxes
Pin Trays		

FOR THE HOUSEHOLD AND WOMEN

Pin Cushions	Tumblers	Nail Files
Aluminum Combs	Pocket Books	Corkscrews
Ash Receivers	Tin Cups	Tin Scoops
Games, such as	Book Marks	Yard Sticks
Dominoes	Brushes	Coat Hangers
Checkers	Vases	Laundry Bags
Playing Cards	Whisk Holders	Asbestos Mats
Card Games	Fans	Package Carriers
Thermometers	Aprons	

FOR CHILDREN

Paper Horns	Drawing Books	Kites
Feather Darts	Tin Whistles	Scholar's Companion
Balls and Bats	Wood Whistles	Picture Cards
Footballs	Patent Drums	Puzzles
Bag of Marbles	Bows and Arrows	Rulers for School Use
Dolls		

FOR SPECIAL USES

Carpenters' Aprons	Horse Covers	Pencil Clips
Carpenters' Pencils	Advertising Umbrellas	Imitation Peanuts
Advertising Caps	Canvas Gauntlets	Imitation Firecrackers
Tobacco Pouches		

Many of these can be successfully used in either or both the office and home. To this list might be added many of those little articles for personal use—those that are carried about in the pocket of the man or in the purse of the woman. Those in mind are, stamp boxes, toothpicks, pocket combs, diaries, pin cases, key rings, etc. There are hundreds of little things in daily use that may be used profitably in advertising. Almost any little article that is of everyday use will serve.

As before stated, the method in which the novelty is distributed either adds to or takes away from its value. If thrown away upon all comers, it is a waste of good advertising money.

When they are to be distributed from the store, a list of all possible names should be secured. These names should be checked off, as the novelties are distributed. This is absolutely necessary where the advertising novelty is costly, and therefore limited in numbers. Some persons are only too willing to accept these little gifts over and over again, even when they know it is the intention of the merchant to present one only to each customer.

It is always best for the merchant to decide first, just what he wants to do, what people he wants to reach, how much he can afford to pay for this campaign, and then decide whether it will pay him to use one class of advertising or some other class.

Sometime ago the *Shoe Retailer*, Boston, Mass., offered a prize for the best essay on "How to Get Out-of-Town Trade." The author submitted the following essay which was adjudged the best and awarded the prize. It is given here, not to gratify the vanity of the writer, but because a campaign is there outlined in which an advertising novelty is the principal medium. It was entitled:

PERSONAL VISITS WIN

The best way to secure trade from the surrounding country is to go out after it. Make a house-to-house canvass and personally invite each family to deal at your store. This is no herculean task as one would at first thought suppose. It is easily accomplished and is both a profitable and pleasant undertaking.

Secure some useful advertising novelty for distribution. This will serve as an excuse for your call, and if the novelty is one that can be put into daily use, it will stand as a lasting reminder of your visit. Suitable advertising literature should be prepared to be left with the novelty.

Nothing then remains but the distribution. A merchant can hire a livery rig and starting out early, call at a great many houses before he has to return in the evening. If the whole of the surrounding country cannot be covered at one time it is better to take up the work by sections and cover each section thoroughly.

When you call you should state the reason of your visit plainly. You are giving the family a personal invitation to deal at your store and you intend to give them good values for their money.

While the campaign outlined above will bring in many new customers, and is not expensive to operate, it can be made still more effective by adding somewhat to the expense.

Supposing a merchant starts out July 1st, to make his canvass and is willing for the next two months, usually the dulllest in the year, to give a discount of ten per cent. to his country customers for the purpose of securing a much larger turnover than usual, he can follow this suggestion:

In addition to the novelty and literature to be distributed, let him have "discount coupons" printed similar to the following:

DISCOUNT COUPON

This coupon entitles

Name

Address

or any member of his family to a 10 per cent. discount on any purchase made at our store before..... (Date).....

This discount is given to show our appreciation for past favors.

(Name, address and business.)

These coupons can be printed on white paper and are for distribution to customers of the store that the merchant meets in his canvass.

Another lot of coupons, printed on pink paper, could be used for distribution to those who have never dealt at your store. The only difference in the wording necessary would be that following the line shown below the date. On these coupons the following should be used: "This discount is given for the purpose of introducing our up-to-date goods to the holder," or something to that effect. In this way coupons are prepared for two distinct classes of people, viz., old customers and prospective customers.

These different sets of coupons should be cheaply bound into books and have a perforation at the bound end so they can be easily torn out. A few sheets of carbon copying paper will complete the outfit, and you are ready to make your canvass.

There are two reasons for using the coupons. One, to induce trade to come to your store to secure the discount; the other, to assist you in compiling a reliable mailing list.

When you call at a house, you state your mission and present your novelty. Naturally the housewife (you will generally meet the women of the household, but that is perhaps better for you, as they are the buyers) will be pleased, and you can easily have a short conversation with her.

If she has been a customer of your store, you give her a white coupon, filling in the name and postoffice address, making a duplicate copy at the same time. The prospect of a discount will tend to make her even more affable, and you can secure all the information you want from her. This should be done without asking too many blunt questions, but should be brought out in the conversation.

Let me suggest that you get at the following facts:

1. How many men in the family.
2. How many women.
3. How many boys.
4. How many girls.
5. Are there any babies?
6. Are there any old people?

With this information about every family on your mailing list, you will not be sending a circular about "Baby's Footwear" to those who

have no children, and you will save enough in postage and printing to go a long way toward paying for your present campaign.

You follow exactly the same process at the house when you find your store is not known, only giving out a pink coupon instead of a white one.

When you leave the house, you should set down the information thus obtained on the back of the duplicate coupon bearing the name and address.

When you have covered the territory intended, you can prepare your mailing lists. At least two lists should be made, one list containing names of actual customers, the other containing names of prospective customers.

The card system can be used to good advantage here, as you will often see the necessity of transferring names from the prospective customers' list to the actual customers' list.

By the time you have your list prepared, your discount coupons will be coming in. The old customers can easily be distinguished from the new by the color of the coupon presented.

Each day you will take the names from the coupons presented and re-arrange your mailing lists. Place those names from the pink coupons with those from the white coupons by themselves. This leaves those who have not yet presented coupons divided as before.

At the end of your discount period, you will find a goodly number of coupons still outstanding. . As ten per cent. discount on the first purchase of a new customer is a low price to pay for a new customer, you can send an imitation typewritten circular letter to your prospective customers, extending the time for the redemption of coupons for thirty days. Show the advantages you offer for their trade and advise them not to lose the discount, etc.

The old customers may be made the same offer, if it is thought desirable. If they have not been in the store for two months, it is pretty nearly time that they should come. A renewal of the offer may prevent some of them from drifting elsewhere to make their purchases.

This campaign should and *will*, when properly carried out, wonderfully increase the trade of a store. The aim should then be to keep the trade thus secured. Right here let me say that if as much effort was used by a merchant to keep his old customers coming to his store as is used to secure new customers, he would be a great deal richer than he is.

In conclusion, let me sound a note of warning. See that your stock contains the class of goods wanted by the class of customers you are going after before you undertake to bring that class of people to your store, or it will end in a miserable failure. Use every means possible to keep your customers as well as to secure new ones. Treat all alike—as friends. Follow the Golden Rule and success is yours.

This plan can be carried out by any merchant. It need not be so elaborately worked out, except for such merchants as sell wearing apparel. To them the classification of the possible customers is very valu-

able. To the grocer, any classification, other than householders, is practically valueless, although large families make more profitable customers than small ones.

This plan need not necessarily be restricted to out-of-town customers, but could be just as profitably worked in a city, town or village.

A classification of the population of a city, with addresses of all possible customers, would prove invaluable to any department store. Such a store having a list of spinsters would hardly send to their address advertisements of men's suits. On the other hand, having a list of young men, the firm could afford to spend considerable in securing their trade by sending them circulars and booklets and an occasional advertising novelty.

CHAPTER XXI.

PACKAGE INSERTS AND ENVELOPE ENCLOSURES

WHEN it is remembered that millions of packages, of different shapes and sizes are daily sent out from the retail stores of the United States, it may cause some wonder why these are not made the medium of more good advertising. That a great percentage of these bear poor and harmful advertising no one can gainsay, for every time the housewife receives a package in poor shape, whether from careless handling by the delivery man, or from the manner in which the salesman puts it up, the bad effect is just the same.

These packages offer every merchant a circulation that cannot be duplicated by any other advertising medium. The merchant who sees the possibilities here and uses them, will be the one to reap the large benefits that arise from good advertising.

The package itself should receive more attention. Cheap twine and flimsy paper are responsible for the poor impression of the store that many of these packages give the customer. Good paper and good twine are not any more expensive than the poorer and cheaper varieties, because very often double the quantity of the latter must be used. This is an increased cost for that package of one hundred per cent., so that a twenty-five per cent. increase in the original cost of the paper and twine is a saving, instead of an expense.

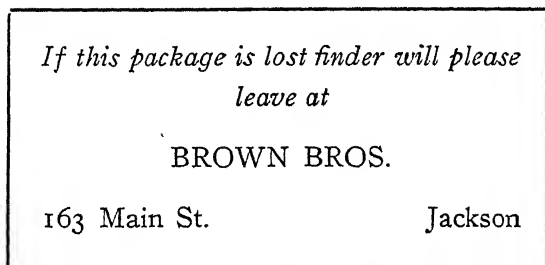
Now some merchants will assert that there should be no advertisement printed on the wrapping paper. Others will have flaring broadside advertisements covering nearly the whole surface, and claim they get good advertising results from it. In our opinion the merchant who meets these conditions half-way is the one that is right.

Any merchant who uses these advertisements plastered all over his paper, knows that he is very often asked to turn the printing inside. This is done because people object to becoming walking advertisements for the

store. Of course, that is the object of such advertisements—to have them read on the streets, as people carry the parcels home. Who has not seen these broadside advertisements, embellished with antique wood-cuts that are more often but a blur or blot of cheap ink? Every one has seen them in the smaller cities and towns, and some in the larger cities. Thank goodness! merchants are seeing the error of their ways and these things are less apparent every year.

The printing on the paper should take the shape of a neat card, covering not more than about a hundredth part of the sheet. Any larger proportion is likely to be met with the request, "Please turn the printing inside."

A very neat card to use on wrapping paper is one somewhat similar to the following:



No one will object to that kind of an advertisement being turned outward on their parcels.

Salesmen should be instructed to make all packages as small and compact and as neat as possible. If they have not become adepts in the art of wrapping parcels of different kinds, they should be taught how. Neatness should then be insisted upon. And not only should a parcel be neatly wrapped, but it should be strongly wrapped. Who can realize the embarrassment of a person carrying a parcel on the street when that parcel suddenly comes undone and its contents scattered all over the walk in plain view of other pedestrians, except the one who has experienced it? Have this avoided by the use of good paper, good twine and brains.

Every bundle should carry into the home some advertisement besides that on the wrapper. This may take the shape of a simple card, a folder, a booklet, or it may be in the nature of a surprise in the shape of a little present of some advertising novelty. These can be so easily and quickly inserted in the package that no time is lost in doing it.

These little advertisements are taken into the home of the customer and read just at a time when he or she is likely to be most easily influenced. Confidence has just been shown in the merchant; the wares purchased have pleased the eye and the pocket. Isn't that a good time to drive an entering wedge for future trade?

An enterprising merchant in an Ohio city always inserts a card, about four inches square, in every parcel that leaves his establishment. One side of the card always reads something like this:

WE THANK YOU

for your patronage. It is our aim to so please every customer with every sale we make, that he or she will come back to us when requiring anything further in our line in the future. If the purchase you have just made is not in every way satisfactory to you upon a closer examination in your home, we will be pleased to exchange it at anytime or refund the price you paid. We mean just what we say, because we know that a satisfied customer is our best advertisement.

BLANK & BLANK.

On the other side he always has an illustrated advertisement. Sometimes it is one line, sometimes another. It is always seasonable. Winter goods are never advertised in summer, nor vice versa.

A leaflet is perhaps as good a means of package advertising as can be found, because the leaflet can be produced very cheaply and can be folded during spare time at the store.

A leaflet of, say, four pages, measuring about three by six or three and a half by six, makes a good size to use. The title page should be devoted to a little "Thank you," similar to the one used by the Ohio merchant and quoted above; the other pages devoted to the lines being specially advertised. These special advertisements should not be too lengthy. The shorter the text and the better the illustration, the stronger the impression that is made.

Little slips to the number of half a dozen might be used also. These usually should be of different sizes and shapes or of different colors of paper. It is necessary to distinguish them in that manner, for sometimes the customer will read only one and thinking the others are the same, throw them away unread.

These little slips should advertise different lines of goods, one line to a slip. Just a few words and a price is all that is necessary. An illustration will always add to their value, but illustrations are not absolutely necessary.

We know of a large clothing store that makes a practice of inclosing some little advertising novelty in every package of clothes that is delivered. It is put in as a surprise to the customer, and has become a feature of the store that customers are curious as to what it might be, and hasten home with their purchases to see what it is. He has given away many different things, among them a pocket comb, a match safe, a stamp case, a memo book and diary, etc. A new novelty is given out every month, so



A FEW SAMPLES OF ENVELOPE ENCLOSURES

Many a specialty has been advertised in just this way, the manufacturer supplying the retailer with the package inserts.

A weak department can be boosted into prominence in the same manner, or a profitable one be made to pay larger profits.

Many manufacturers issue little booklets that they would gladly furnish to the retailer upon a promise to distribute them by means of the package, and the retailer should avail himself of this cheap way of advertising his business. His name should be either printed on these or stamped on with a rubber stamp, the former being the better and more up-to-date method, although a trifle more expensive.

The reproduction of the parcel enclosure circular of The Hamilton Co., Montreal, Canada, is about as perfect as could be. The whole story is told in the cut and headline and is seen at a glance. Even if not another word of this advertisement is read, its message is delivered.

A great many stores doing a credit business have to mail anywhere from a hundred to five hundred accounts monthly. With these accounts some kind of an envelope inclosure should be used. Those used for package inserts could also be used as envelope inclosures, if the size is made to fit easily in the envelopes. This means of advertising should not be overlooked by those merchants doing a credit business.

The account may be a gentle hint to "pay up," or it may contain a club in the nature of a foot note to "pay at once the inclosed account and save expense of collection." If an inclosure of an advertisement goes with it, it will soften the blow and show at the same time that the merchant is looking for more business from the customer receiving the account.

CHAPTER XXII.

DODGERS AND HANDBILLS

AND now comes the despised dodger. Whence cometh its ill repute? Why do so many merchants look down upon this cheap means of apprising the public of what is doing? The reason is not far to seek. It is not in the dodger itself. It is not because it is cheaply printed; it is not because the paper used is poor. It is simply because it is improperly distributed.

The usual procedure does not bring business results. It cannot do so. Who could expect it? What is the usual method employed?

The merchant decides suddenly that he wants to make things hum. He hurriedly jumbles together a lot of odds and ends and "out-of-dates" and marks down the prices. He then grabs a sheet of wrapping paper and carelessly writes out the matter for a dodger. He rushes off to the printer with this and dickers with him until he has received a "cut-throat" price. The printer slings it together in any old way, because there is no money in the job. The merchant rushes back to the printer long before

the type can be assembled and issues a number of hurry-up orders. In the end he receives a few thousand scarecrow advertisements. His next move is to hire a couple of boys, who ought to be in school instead of running the streets, to distribute them. He'll pay them a quarter of a dollar apiece for doing the work of a man who ought to get at least from \$1 to \$2 per thousand for their distribution.

But do the boys earn the quarter? Do they faithfully carry out their part of the contract? If they are new at the business, they are likely to do some pretty tall hustling at first. It won't be long before that quarter will look farther off than ever. But that isn't the worst of it. Left to themselves, they might go ahead and deliver the goods. But inside of an hour half the urchins in the town will be in tow, all clamoring for some of the bills to distribute, in the hopes of sharing in the fruits of the proceeds—candy, peanuts, bananas and other edibles being at the summit of the ambition of these youthful business men.

But the work soon palls on them, and one suggests as a means of hurrying things to a conclusion, "Chuck 'em down the sewer."

"Don't do that, put four or five together in every yard and you can say you distributed every last one of them," suggests another urchin. He has been over that road before.

Now, how can any piece of advertising bring results under such circumstances? It simply cannot, and hence the ill repute of the dodger.

We assert that the dodger is one of the most effective pieces of advertising that a merchant can use when it is properly written, properly printed and properly distributed.

It should be written just as carefully throughout as a newspaper advertisement. It should be just as carefully worded. The statements should be just as truthful. It may smack a little of the sensational without detriment; in fact, a little color of that nature will make it more forceful with a great many of its readers.

The dodger is usually used as a supplement to the newspaper advertising of a special sale. It should be literally teeming with prices—cut prices. But the cuts must be genuine and the goods must be at the store to back them up.

Then comes the printing. This should, in these modern days, be at least passable. The paper should be fairly good. If it is printed in two colors it will cost more, but it will bring larger results in proportion to that cost.

Then comes the distribution. This is a man's work and should be done by a man. If there is a bill poster in the place he should be hired to distribute the dodger. That's his business as much as a baker's is to bake bread. He knows how it ought to be done. He'll do an honest job for the merchant, but he'll have to be paid honest wages for the work. The laborer is worthy of his hire.

Even with the professional bill poster and distributor there are several methods that can be employed. They may be distributed with

other advertising matter for other firms, or they may be distributed without any other advertising to attract equal attention.

They may simply be thrown into yards and upon the doorsteps where the lawns are not inclosed. This method costs the least of all and is the least productive in advertising results. It is but little better in method than that the boys employ to get over the ground rapidly. By this method the dodgers are left to the mercy of the elements, snow, rain and wind, of which the least is not the gentle breeze.

A man's advertisements that are borne upon the gentle zephyrs until they rest with dead leaves and other rubbish in a corner somewhere is not likely to promote the sale of wares, no matter how deeply the price has been cut.

The next best method is to carefully fold the dodgers and pass them under the door or hang them on the door handle or bells. In this way they are taken into the house in most instances. The best method of all, and the most costly, is to place them right into the house. When this is done they should be folded and placed in envelopes, so that when they are handed in to the householder, they do not have too cheap an appearance.

"How to Save a Few Dollars," or some similar inscription, should be printed on the face of the envelope in a fairly large face type, so that it can be read at a glance. This will serve to arouse the curiosity of the reader. If the envelope is left plain the first sight of the cheaply printed dodger might be its last in many homes. The inscription on the envelope has created curiosity, and curiosity must be satisfied whenever possible.

A dodger may be of any size from a sixteenth sheet to a whole sheet. Half and quarter sheets are now most frequently used.

There are three things necessary in a dodger to make it do its work. First, a good strong headline; second, a short, snappy introduction explaining the reason and object of the dodger, and third, the offerings.

The introduction should be the reason why of the sale. If it is a clearance of odds and ends, it is better to say so distinctly. If it is a general clean-up of all lines, it might be better to invent some excuse other than "too much stock" which is worn threadbare. "A Special Purchase" or something of that kind is likely to create more interest and is perfectly legitimate when the merchant has the goods to back it up.

The descriptions and prices should be as complete as words and human thoughts can make them. The original prices should be quoted in the ordinary body type and the cut prices in the blackest type possible for the size. Don't be afraid to make these prices stand out—the more prominent they look on paper, the greater the bargain appears to the mind.

It is always advisable for a merchant putting on a sale to have a few leaders. These should consist of the cheaper lines of goods and of well-known brands and qualities. The prices should then be cut deeply. These are for baits, and other goods should be urged in their place when

the people get to the store, but not so that they can see through the scheme.

Many advertisers try to key all their advertising to determine the results. This can easily be done in the dodger by the use of a coupon. It may contain an offer of some specific article free, or at a reduced price, or it may be an offer of an extra discount on all purchases. The condition should always be the presentation of the coupon at the time the purchase is made.

A shoe merchant in a town of 10,000 uses dodgers about four times a year. He finds this style of advertising pays when it is not overdone. He has gone very deeply into this class of advertising and uses some scheme or other for the purpose of making the advertising produce good results. One time he used the coupon for the purpose of finding out whether the dodgers were being read as thoroughly as they should. He did this by placing a small coupon in the center of the dodger offering a pair of tagless shoe laces free for every coupon presented by an adult. As this was some years ago when these laces were a novelty, he found he had good returns, something over four hundred out of three thousand dodgers distributed.

He offered them free with no other condition than the presentation of the coupon. This was done under the plea of introducing the new lace. He had his findings counter moved to the rear of the store and hired a young lady to preside there during the sale. She not only distributed the free laces, but sold many of them besides. As everything was neatly displayed and priced, there were many dollars' worth of polish, polishers, rubber heels, etc., sold at regular prices during the sale.

Having to walk the full length of the store to get the free laces, the customers had a good opportunity to see many of the advertised lines which were tastily displayed and ticketed on special bargain tables. Altogether this proved a good, live means of booming a sale.

Like all sampling, the call later for those laces more than paid for the samples distributed free.

Another way used by a merchant to assure himself that his dodgers were being read was to have the prices altered on ten different articles on only ten of his dodgers. For instance, he advertised a \$3 hat for \$1.98. On one of his dodgers he would have the one taken out of the price, making the offer of a \$3 hat for 98 cents. On another he would perhaps offer a \$10 suit for \$3.98, while on all the rest it would read \$7.98. And so on until there were ten dodgers containing each a special bargain.

In the top corner he explained that there were ten dodgers of the lot printed purposely with absurdly low prices, and that those prices were good only to the ones who received the dodger containing the offer. To all others the prices would be as quoted on the dodgers.

This caused most persons to carefully read over every item and note the prices. In many cases people took the dodgers in and claimed certain bargains that he was making to every one alike, and usually

A LIE

THERE is an old Spanish proverb which says: "A lie has short legs, but the Truth walks over the housetops."

We tell the truth when we say we have the finest **COFFEE** that is procurable in the markets of the world, composed of choice private growth Javas and fine Aden Mochas.

A DELICIOUS DRINK

It tickles the palate of the connoisseur. Once tasted it calls for more. Ask for the famous "UTOPIA," sold in air-tight one pound cans, and you will have the best that **MONEY WILL BUY.**

ROASTED AND BLENDED BY THE
McKenney, Setterington Coffee Co.

DETROIT CHICAGO WINDSOR

: : AND SOLD BY

LEADING GROCERS, 40 CENTS

before his special sale was over the ten dodgers containing the "fixed" prices were brought in and the bargains claimed.

A merchant in Michigan uses advertising novelties as premiums and has thousands of little hand-bills struck off in the course of a year. They are distributed at the market, at factories, and on the street. Here is the wording of one of them:

FREE

A first-class hat brush free today with every purchase of a
\$2.00 hat.

BLANK & BLANK

32 BLANK STREET

N. B.—Our \$2.00 hats are the best to be had for miles around. If you have never tried our \$2.00 hat, you had better try one now and get a good hat brush free.

A sixteenth sheet was used and they cost him about 75 cents per thousand in five thousand lots. What did it matter if a few hundred were wasted? They were too cheap to think twice over. If half, or one-quarter of these were read, it was the cheapest kind of advertising he could do.

Advertising of any kind must reach the consumer before it can be of any effect, and that is why dodgers and hand-bills often fail to bring results—they are never seen by the public's eye.

In towns and cities where there are large factories, or when there is a large suburban traffic on trolley lines, little cards with special offerings printed on them can be distributed to advantage. Anywhere where there is a crowd, there is a chance to distribute these. They can be distributed to people leaving theaters, concerts, etc. If the offering is a special one it is sure to have some takers.

The dodger of McKenney, Setterington Coffee Co. is a fair sample of many of those scattered around the streets by thousands. This one accompanied a sample tin of coffee. What housewife, upon opening it, for it was folded and wrapped around the tin, but would exclaim, "How horrid! If the coffee is as bad as that advertisement, I don't want to try it." This is worse than a political campaign dodger, and goodness knows they are bad enough. It is entirely without dignity or tone, and lessens the value of the sample materially.

When samples are distributed in this way, the campaign is likely to be upon a pretty large scale. When an advertising campaign is on a large scale, it should be on a good scale. Cheap dodgers accompanying

Business Boosters

FOR

FRIDAY AND SATURDAY

APRIL 23 AND 24

Are a consolation to the poor and a satisfaction to the rich.
Our offerings of HIGH GRADE GOODS AT HARD TIME
PRICES, will enable you to buy your week's supplies right.

FLOUR—Know It's Up? Heard of Corner in Wheat?

We have in stock, purchased before the raise in price, a large
supply of Williams' Best, Krumm's Best, Jefferson, William
Tell and Neda—ALL HIGH GRADE FLOUR—will sell

FRIDAY AND SATURDAY;

ONE-FOURTH BARREL SACK—Guaranteed to please, . . . \$1.80
ONE-EIGHTH " " " " " "90
ONE-SIXTEENTH " " " " " "45
FINE BOLTED CORN MEAL, in 4-lb. Sack, white or yellow, . . 10c.
GINGER SNAPS—Thin, Crisp, Fresh, Good, 10c. per lb., 3 lbs. for 25c.
CRACKERS—Fresh, Flaky, Firm, . . . 8c. per lb., 2 lbs. for 15c.
RICE—Clean, White, large whole grain, . . 10c. per lb., 3 lbs. for 25c.
TEA—Royal Garden, Sweet as honey, with the flavor of the
flower garden, . . . One-fourth lb., air proof package, 15c.
PINE APPLE CHUNKS, Per can, 15c.
Just square chunks of tender ripe pine apple, canned where they grow—sweet—good
SUCCATASH, Per can, 10c.
Superior quality, tender new corn and green Lima beans—good to eat.
KIDNEY BEANS, Per can, 8c., 2 for 15c.
2-lb. cans, Polk's best, sanitary and clean, absolute purity guaranteed.
KRAUT—Long, silver thread, firm and good, . . 5c. lb., 3-lb. for 10c.

SOAP FOR HOUSECLEANING.

SOAP { **STAR** } 8 Bars for 25c.
 { **LENOX** } 8 Bars for 25c.
PURITY AMONIA—Large bottle, 10c., 3 for 25c.

Many, More, Bargains Every Day of the Week. COME AND
SEE—THEN BUY.

PROMPT DELIVERY. EVERYTHING YOU NEED.

WHAT I SAY IS TRUE.

W. A. KNOTDERER

1771 PARSONS AVE.

COR. WOOD AVENUE.

CITIZENS PHONE 7454.

samples cannot be considered good. They are cheap and—nasty. In this case a neat booklet should have accompanied the sample. This would have added to the expense of the advertising materially—but it would have added to the subsequent sales.

Another thing noticed in connection with this distribution of samples was the fact that no label was used, the sample of coffee being enclosed in a plain tin box. This was another mistake. The sample tin should have been a reproduction in miniature of the larger tins. In nine cases out of ten, we will venture to say, the dodger was not read through. The name of the brand of coffee occurs in the body type and would be missed by many who would merely glance over it. If this dodger had read something like the following, it would have been more business like:

UTOPIA COFFEE

is rapidly becoming the drink of most Coffee users. Those who have tried it once continue to use it. That is the reason we present you with this

SAMPLE TIN OF UTOPIA COFFEE.

If you will try it, we are sure we will number you among our increasing number of friends, etc., etc.

The dodger put out by the firm refers in no way to the sample, and it should have told all about it, what it was, why it was being distributed, and where it could be purchased. It should also have told how to prepare the coffee to get the best results.

This campaign appears to be either "on the cheap," or it is being rushed out without proper thought and preparation.

The hand-bill of W. A. Knoderer is about as good a message as any one could expect to hand out. If these hand-bills are given into the hands of possible customers, they will bring results.

CHAPTER XXIII.

WINDOW ADVERTISING

HOW many people pass your store in a day? If the average is ten a minute, in the eight busiest hours of the day 4,800 people would pass your window. This number, 4,800, represents what in newspaper parlance is called "daily circulation." Now, your show window occupies, say, 100 square feet of surface, and in it you can display attractively quite a line of goods, changing the display as often as you wish. In a daily paper, with an actual circulation of 4,800, 100 square inches (not square feet) would cost approximately \$10 a day, and in this space you can only put cuts of the articles for sale, and as a rule the cuts but imperfectly represent those articles. Now your window space presents a surface 144 times as great as your \$10 newspaper space, has depth in addition to surface, and in it can be displayed your wares, true to life as to color, size, shape and everything; and furthermore, they are seen at the entrance to your store, inside of which a salesman stands ready to give additional information and exercise his abilities in making a sale. This window space is yours every day and all day; it presents wonderful possibilities out of it. If newspaper space, properly used, is worth what it costs (and we are firmly convinced it is), how important it is that so valuable an advertising medium as the show window should not be neglected.

The above paragraph appeared first in a well-known house organ, and after being copied into a large number of trade and advertising journals, traveled across the Atlantic and appeared in Britain's largest advertising journal and has come back again and been reprinted on this side of the ocean. There is little wonder that this paragraph has traveled. The argument in it is so conclusive that it cannot be controverted. Every merchant should memorize it so that he could never forget it and the truth it teaches.

A good advertiser will change his advertisements in the newspapers as often as they are issued, and the window advertiser should follow as closely in changing his window displays as practicable. There are some windows, small ones, that can be re-arranged every day, while there are others that on account of the time it takes to do this must be left for several days. Twice a week is not too often for a re-arrangement of the goods on display.

The general effect of the trim need not be changed as often. An elaborate background that has cost much time to construct can be made

to do duty for a longer period, but the goods displayed can be changed often without disturbing it. Many persons pass the store windows every day and a glance will show whether new lines are on display or not. If they are not, the passers-by do not give the window a second look.

Sometimes a new arrangement of the same goods will answer as well as an entire change of goods. If up-to-date styles are shown there can be no necessity for a change of lines, but it is better to make fresh displays by an entirely different arrangement of the lines.

In many cases the merchant weakens his display by neglecting to place price-tickets upon the wares. An advertisement in a newspaper may be elegantly worded, it may be convincingly set forth, but if the price is left off the result in sales will surely be small. It is the same with the window display. Here we find an advertisement that appeals more strongly than any newspaper advertisement can. The best points of the articles displayed are shown and emphasized. But if price information is lacking, it is an incomplete display. The goods are there to speak for their quality, beauty and utility, but the merchant fails to speak for their desirability from the price standpoint.

It is very desirable in a display of a number of small articles, such as books, ties, hose, etc., to group the goods so that one price card will serve for each group. When this is done a short motto can be added to the price. But when the display must be varied as in a shoe window, each article can have its own price-ticket. These should be as small as possible, so as not to hide any of the graceful lines of the goods on display.

Pins for attaching cards to all kinds of articles are made as low as 25 cents a hundred, and being so cheap should be much more often used than they are. When pins are used many different shapes of price-tickets can be utilized. A square, an oblong, an oval or round card, a star-shape or some other geometrical design can be used. It should be noted, however, that in no trim should more than one style of price-card be used. Different sizes of the same shape when necessary may be used, but different shapes never.

A very neat price-card can be made by cutting a square of "cover paper" of some dark shade and pasting over this a smaller square of white, leaving a narrow margin of the dark paper showing.

There is only one exception to what has been written above about price-tickets. That is in the exclusively high-priced stores. Here customers do not ask the price. A merchant catering to this class may find it unnecessary to use price tickets. But even in the highest-priced stores, a price-ticket may be the means of making many sales.

Many sales are made directly from the window display, and a passer-by is much more likely to have impressed upon his mind the desirability of an article if he knows what its price is. The duty, in fact, the whole duty, of a window display, is to make sales. Price-tickets should then be freely used so that that duty can be performed.

Price-tickets can be employed by the most exclusive establishments. No tasteful price-ticket ever lowered the dignity of any store. It is only the gaudy, crudely-lettered card that offends.

The tickets used on individual articles should be in keeping with the article displayed. Small cards on small articles; larger ones on larger pieces of merchandise. It should, however, never be larger than good taste would dictate. Where unit groups are shown, the cards may be somewhat larger than on individual articles.

The motto card is a very useful means of drawing and retaining attention. The number used should vary with the size of the window. For the ordinary window one or two good cards are likely to prove more valuable than a half dozen poor ones. Too many cards detract attention from the goods on display and at the same time take up too much room.

Experience has proven the value of these window cards as an adjunct to good newspaper advertising. If the merchant advertises a certain article in the papers he should see that that article is prominently displayed in the windows. A couple of catchy window cards should also be used as a clincher for the newspaper advertisements.

The window card should be made as attractive as possible. It should be attractive by its neatness and good taste in color and wording, and not by its gaudy colors and far-fetched ideas. A plain, white card neatly lettered in black and having a plain rule around the whole is perhaps the most attractive of all. Colors may be used to some extent as also pictures of objects and things, but these should be used very sparingly.

When there are no "sign-writers" in a store, it is profitable to procure a few sets of "Rubber Sign Markers." With these rubber stamps, neat and legible cards can be made. Some of them the writer has seen that would put many a "sign-writer" to shame. Legibility is often effaced by the curly-cues embellishing the very best efforts of high-priced sign writers' work.

Letter patterns can be bought for from 25 to 50 cents a set and with the outline drawn in pencil it is an easy matter to fill in with color. Care only must be used in getting the letters in alignment, the rest is easy.

The window card is a small thing in itself, but as a reminder in its influence on attention and interest no one can tell in advance what train of thought it might put in motion; but it is safe to infer that nine times out of ten it will lead to the purchase of the goods. The card is suggestive and is always sure of having people who read it think about it, and of the inducement it holds out to them to buy. The good work it does may not always be seen, but rest assured that window cards are good advertisements.

A very neat and attractive window card is made by the use of what is called an air brush. These are produced very reasonably by firms making a specialty of such things. But a very good imitation of these can be produced by any one right in the store. They are what are known as spatter-work cards.

For their construction, apart from the cardboard, nothing is required except a good, stiff brush and a fairly fine sieve. Any kind or color of ink can be employed. The sieve can be constructed out of wire window netting. The method of making these spatter-work cards is as follows:

Draw a design on a piece of thick wrapping paper and cut it out with a sharp knife. This design may be a scroll or other figure. This design can be used as a stencil and in that case the design will be white, while the rest of the card will be shaded by the spatter work. The sheet from which the design was cut may also be used as a stencil and in that case the design will be in spatter work and the card white. In either case the stencil should be laid smoothly on the cardboard and held there by a few pins being driven through both stencil and cardboard into the table upon which the work is being done. This is necessary if the design is to be neatly executed and the edges sharply defined, for the slightest movement of the stencil will show in the finished work.

Dip the brush (a stiff tooth brush brings out the best results) into the ink. Shake out the excess of ink. Hold the sieve about two inches above the design and sharply move the brush backward and forward across the screen, forcing the ink through and spattering it upon the work.

Where the finished card is to be white, it must be masked with the stencil. All unprotected portions of the card will receive the ink spattering.

With a little practice any one can produce light or heavy (dark) effects by grading the amount of ink spattered on the card. The best effects are secured in dark spattering by spreading the ink lightly, allowing it to dry, and then repeating the process. By doing this there is no danger of the ink spreading or running together and forming ragged-looking work.

Many beautiful effects can be obtained by the use of shading in these cards. By having the shading heavy in the center and gradually running lighter as it reaches the corners and edges it gives a very pretty effect.

Where three or four words are used on the cards, the letters may be cut out and pinned on the card, and the background sprayed. After allowing the ink to dry, when you remove these paper letters, you will find that the words will appear in white against the dark ground. When this is done, it is well to have the shading heavy in the center of the card immediately surrounding the letters, allowing the background to become lighter toward the edges of the card. Another pleasing effect may be obtained by coloring these blank letters with bright-hued inks.

Illustrations cut from the trade journals or other magazines can often be used by being cut out and pasted upon these cards.

These spatter-work cards can be further embellished by using a pen and ruler. Two or three parallel lines drawn around one of these cards as a border helps the lettering on the card to stand out and is very attractive. Good black ink should be used for this.

A yellow slip in imitation of a telegram or a telegraph blank itself, upon which a few words are written, may be pasted on the glass of the window and will have many readers in the course of a day.

A merchant in Chicago attributes his success, and he does a large business, to common manila wrapping paper and a carpenter's blue pencil. With these two at hand he made window cards that attracted attention. Of course had he not the brains behind these, the cards would never have been heard of. But he has a peculiar faculty of saying things in such an attractive manner that the people had to stop and see them.

Any means in good taste that can be used to draw attention to the window is a help toward showing the goods. Then if they appeal to the sightseer the sale is effected.

CHAPTER XXIV.

WINDOW HINTS AND SCHEMES

IN this chapter will be found a few hints that might be of considerable value to the retail advertiser. It is not intended that this chapter should be complete, as that would require a great deal more space. The hints and schemes mentioned are offered because of their simplicity and timeliness.

The window trimmer might consult with profit Chapter XIII. of this book on timeliness, as no doubt many of the suggestions offered there are as valuable to him as the advertising man.

HARMONIZING COLORS

Blue and white.	Scarlet, black and white.
Blue and gold.	Crimson and orange.
Blue and orange.	Yellow and purple.
Blue and salmon.	Green and gold.
Blue and maize.	Green, crimson, turquoise and gold.
Blue and brown.	Green, orange and red.
Blue and black.	Purple and gold.
Blue, scarlet and lilac.	Purple, scarlet and gold.
Blue, orange and black.	Lilac and gold.
Blue, brown, crimson, gold.	Lilac, scarlet and white or black.
Blue, orange, black, white.	Lilac, gold, scarlet and white.
Red and gold.	Lilac and black.
Red, gold and black.	Pink and black.
Scarlet and purple.	
Black, with white or yellow and crimson.	

BLACK INK FOR RUBBER STAMP PADS

Aniline Black	$\frac{1}{4}$ oz.
Pure Alcohol	$7\frac{1}{2}$ oz.
Glycerine	$7\frac{1}{2}$ oz.

Dissolve the aniline in the alcohol and when dissolved, add the glycerine and shake well.

VIGNETTED BACKGROUND FOR WINDOW CARDS

Some show card makers produce handsome cards by putting a soft, vignetted background behind the lettering in some contrasting color. This background is irregular in form—sort of “cloud-like,” the color being heaviest in the central part and gradually diminishing in intensity to the edges, which fade almost imperceptibly away. This work may be done by any one, and is a simple way of making an effective card with little work. To do it the card maker takes his sheet of card—white, preferably—lays it flat, and places upon it, where the center of the background is to be, a small quantity of “dry color”—red, blue, green, or yellow. Then he takes a small wad of cotton covered with chamois skin, about the size of a walnut, and rubs the color into the card, working away from the center with a circular motion, going over it gradually and smoothly, until he has the background shaded off to suit him. The lettering will be best made in black over either of the colors named, and no shading is required.

IMITATION SCREW HEADS

A novel effect can be easily obtained on show cards and price-tickets by placing three or four paper imitation screw heads on the letters.

These paper screw heads can be quickly made by cutting out round pieces of white paper on which is printed a fairly heavy black line; the six-point border of an advertisement makes good ones. A belt punch makes a good tool to cut the paper with, and can be bought at any hardware store for fifteen or twenty cents. The printed line, of course, should be across the center of the part cut out. A thin card held under the paper will help in cutting.

After cutting, touch each screw head with the point of a muscilage brush and attach to the painted letters on show card. A pin or needle will be a great help in placing them in the proper position, as they are so small it is difficult to handle them with the fingers. The screw heads should be used only on heavy letters and figures and should not cover the entire width of the line of the letter.

This makes a very neat effect, as the letters appear to be fastened to the card with screws.

Another way to use these screw heads is to paste a light-colored card containing the price or principal line to a dark show card, and place

screw heads at each of the four corners. Corners and border may be attached to the show card in the same manner.

Be careful not to use too many screw heads, as that spoils the effect; they should be placed only where it would be necessary to use real screws if the letters were cut out and fastened to the show card.

A GOOD BLACK PAINT

To obtain a good, black paint, buy a fifteen-cent package of lamp-black and a small can of Le Page's Liquid Glue. Pour the contents of the package in an old bucket, turn in as much hot water as needed to make a thin solution, stir thoroughly; next empty in your glue, about five minutes is needed to dissolve the glue. After this has been thoroughly dissolved, strain through a piece of cheese-cloth and bottle up. And thus, you have at a small cost, a bucketful of paint ready for use.

For colors, use what is termed Dry Colors. They can be obtained at any paint store. With an assortment of Flake White, Chrome Yellow, Ultramarine Blue, Vermilion, and lampblack, as already described, you can write almost any kind of plain or fancy cards or signs.

SILVER AND GLASS CLEANER

Precipitated Chalk	6 ounces
Wood Alcohol	8 ounces
Ammonia Water	3 pints
Mix together and shake well.	

Directions: Shake the bottle and moisten a clean woolen cloth with the liquid. Apply to the silver or glass to be cleaned and finish off with a dry chamois or woolen cloth.

SIGNS ON GLASS

A bar of common soap will furnish material from which a pencil can be made for marking on mirrors. It is often desirable to have a card of this nature appear for a few days, to be rubbed off later, or perhaps have the wording changed.

Soap does not make as durable a material for marking on windows as it leaves rather too faint a line to be noticed easily. Silver whiting, mixed with water, makes a good material for this purpose, but it must be put on with a brush. The sign may be marked off with soap on the outside and then traced on the inside of the glass with the whiting. Colored dyes can be used to give the mixture any desired shade.

RAISED FIGURE WORK ON WINDOW CARDS

A unique window card can be made with a little ingenuity on the part of the worker. Scrolls, figures, etc., can be made in raised work on the cards by using the point of a sharp penknife. The cutting must be done at an angle so that the surface of the card is raised up around one side of the cut, making the figure.

Representations of articles for sale, such as hats, shoes, fruits, etc., can be made by outlining as above and then with a brush filling in the color.

Flags, shields, etc., can be made to stand out in the same manner.

AN AUTUMN DISPLAY

A very striking autumn window was arranged as follows: All the price-tickets were exact imitation, in shape and color, of autumn leaves, and were stuck in the buttonhole of the coat. A huge autumn leaf was suspended in the middle of the window, lettered in gold, "Autumn Styles." A border of autumn leaves was pasted just inside the glass, and in the background a great number were suspended from boughs by fine threads, and kept in motion by concealed electric fans, so that they resembled a shower of falling leaves, the floor being strewn thickly with leaves to heighten the illusion. The reflection in the big mirrors in the back gave a fine effect after night.

TO SELL SCHOOL SUITS

Just about the time of the fall opening of the schools, one firm had a large window showing of boys' school suits. Suspended high above were two lines of wooden blocks, forming letters each about a foot square, arranged to spell "Blank's School Suits." Down each side and across the bottom of the window pictures from familiar nursery tales were pasted just inside the glass—"Jack the Giant Killer," "Mother Goose," etc. A pile of ancient school-books, evidently the property of the "oldest inhabitant," occupied the center, bearing a placard, "Knowledge is Power." Some quill pens, an ancient ink-horn, and a couple of formidable-looking birch rods, gentle reminders of the discipline considered wholesome for our forefathers, rested in front of the pile.

FOR A THANKSGIVING WINDOW

Any merchant could utilize a large wish-bone in his window at Thanksgiving time. It could be made of wood and covered with a buff-colored mercerized material, puffed. A card might be used bearing the following:

"What do you wish?

We wish you would come in and see our lines of——."

A WINDOW CARD

A scroll-shaped sign in a hat window read:

"To whom it may concern:

This is to certify that I have
Found Blank's \$2 Derby Hats
The best value in Boston.

JUDGE WISE."

A large, red seal in the left-hand corner gave the whole an air official.

A LIVING PICTURE WINDOW

A "living picture" window is one of the latest schemes adopted by a big firm famed as original advertisers. A corner window of their establishment is fitted up as a college students' room, with the customary trophies and pictures on the walls. One student reclines in an easy chair reading a newspaper, while two others sit at a breakfast table daintily set with china and tempting viands. The "living" part of the scene appears only in the evenings. Dressed in the latest style, he takes his place opposite the figure at the breakfast table and carries on an animated conversation with his "Dummy" vis-a-vis, while a boy in white livery stands behind him and at intervals holds up different placards which give the salient points of the conversation, the main topic, of course being the firm's suits for students and young men in general.

FOR A HATTER'S WINDOW

A Hallowe'en hat window showed a skull, a big, fresh-looking cabbage, and a pumpkin hollowed out and cut in the regulation manner, with a light inside. These were placarded respectively, in the order mentioned: "This head once wore a hat;" "This head never wore a hat;" "This head does not look well in a hat. You wear a hat and want one that you will look well in. You will find just what you want in the splendid line of hats we carry."

AN EDUCATIONAL WINDOW

A druggist showed in his window the different ingredients that went into his own make of tooth-paste. These were shown in neat little piles on white paper squares. He used cards telling what they were and what they were used for. One, for example, hardened the gums; one was to sweeten the breath; another was cleansing and antiseptic, and so on. On a larger card he gave suggestions for the care of the teeth.

COIN PRICES

A novel idea adopted by an enterprising haberdasher was to paste coins on his show cards instead of printing the prices there.

RUBBER PLANT

A rubber plant upon the branches of which hung a number of pairs of rubbers formed the center of attraction of a shoe dealer's window. A placard reading, "Rubber plant and its fruit," was also hung on the plant.

HOROSCOPE FOR DAY

There will always be a certain number of superstitious people in the world, and for the vast majority a forecast of the future is always fascinating. One merchant catered to this little weakness by placing in his

window a framed placard, giving the horoscope of those born between certain dates, planetary influence, lucky days, etc. People have been known to go considerably out of their way to read these cards.

TOBACCO SHOP 300 YEARS OLD

Among the curious window displays shown in New York City, during the Hudson-Fulton celebration, was one used by a cigar store of the United Company.

The reproduction of a tobacco store of the period of 1609 was conceived from plans of Miss Harriet Eva Coffin, who spent a year in research, and who went abroad, delving into libraries and hunting up old prints that she might accurately picture a tobacconist's shop of London 300 years ago. In every essential detail the reproduction she evolved was authentic and historically correct. From the British Museum, Miss Coffin secured a copy of the original sign of a London smoke shop, designed originally by Hogarth.

LOST

A catchy placard, placed in a window display of gloves, read:

LOST

Between here and the railroad station, a pair of our guaranteed \$1.50 gloves, and a purse containing a diamond ring and one hundred dollars in gold. The finder may keep the money and ring if he or she will return the gloves.

YOUR WIFE'S QUESTION

"Did your wife say 'coffee' this morning?" is the placard query that meets the eye of every one who enters a certain grocery store. This serves as a reminder to many and "coffee" is a good selling line at that store.

ALL LIE

A furniture dealer had the following placard in his window: "Even the truthful lie—upon our beds."

REAL GRASS IN THE WINDOW

In a large dry goods window a miniature rural scene was worked out. There were real gravel roads, lined with real rail fences. There were toy vehicles shown, all leading one way. A toy railroad was seen in the distance. A sign that read "Keep off the grass and trade at —s" was seen in the grass plot. A sign hung above it read, "All roads lead to —s."

SURE It Is

A cigar dealer used the following show card:

If
It
Isn't
In sight
It
Is
Inside.

A GOLD BRICK

A large gold brick displayed in a window and marked, "Actual Cash Value, \$7435.32," attracted considerable attention.

A SPINNING WHEEL

A linen store had an old-fashioned spinning wheel as the center of attraction in its window. On one occasion an old woman actually spun flaxen threads in the window at which time the display created more attention than ever.

GOOD? OR BAD?

A New York merchant displayed the following jingle in his window:

"Come in, girls,
And redden your roses,
Come in, boys,
And whiten your noses."

CHANGE OF FRONT

One of our leading clothing stores has a catchy placard on a white shirt. It reads:

"A white front for a green back."

NATURE ADVERTISING

A firm had several advertising phrases cut into a number of pumpkins when they were young. As they grew the signs remained and assumed a freaky nature. These were displayed in their window and attracted a lot of attention.

EASTER JEWELRY

A very pretty Easter display of jewelry was made by using colored eggs that had been doctored. The ends of the shells were broken enough so that the handsome pieces of jewelry they contained could be clearly seen. "Easter Jewelry" was the placard used with this display.

A WATER SCENE

A plumber has a pipe at the top of his window which distributes a stream of water evenly across the entire pane of glass, and as it falls it thins out so that it can be seen through. This attracts attention to the plumbing supplies on show in the window.

A WINDOW SIGN

A hatter used the following sign:

"A boy does not become a man until he is twenty-one.
Our hats become a man as soon as they are tried on."

NEVER WAS

A Harlem furniture dealer has a good parody on the fake "mark-down" sales. It is a card on a rocking chair, and thus displayed:

"Never was \$4.00; only \$2.50."

WALL PAPER WINDOW

A neat and attractive wall paper window was shown by one store, the paper being draped and placed in rolls to represent a pipe organ.

VACATION TIME

A "Seaside Resort" was the feature of a vacation and outing goods trim. There was a sea coast with rugged cliffs in the distance, the sea was in a wild state, yachts and steamers were coming and going. A Marconi signal station added reality to the rest. At the foot of the cliffs nestled a tiny village. Railroad, motors, bicycles and other vehicles were seen moving along. A merry-go-round was the busy center of a tiny crowd. Nursery maids with their charges flirted with policemen while children rode astride of tiny donkeys. The whole presented a very unique scene.

OF EQUAL VALUE

"Two things of high value" read a neat window card in a baker's window in which were shown a pile of rolls and a pile of coal gilded to look like gold nuggets.

A GOOD WINDOW DISPLAY

A curtained recess in a big window, somewhat resembling the mysterious cabinet at a spiritualistic seance, and a sign in front reading, "The Seven Ages, with Apologies to Billie Shakespeare," drew a crowd of those returning from work about six o'clock the other evening, with the expectation of seeing "something doing." Presently the show began, and the spectators were treated to the following scenes, one after another:

(1) The College Man, (2) The Business Man, (3) The Stock Broker, (4) The Millionaire, (5) The Society Man, (6) The Lover, (7) The Groom. There was a wait of but twenty seconds between each act, and as the curtains parted each time an appropriately dressed model was shown—thus the business man held a telephone in his hand, the stock broker the tape from the ticker, the millionaire a huge bag labeled “\$, Frenzied Finance,” the lover held a bunch of violets, while the groom gazed rapturously at a wedding ring. The originator of this project made the most of all its advertising possibilities, and the placards shown with each scene also contained an announcement of some line of their goods with price, such as young men’s suits, business suits, etc. Straw hats were displayed in an attractive manner by means of a lattice work of violet and white ribbons interlaced, in the back and sides of one window, the hats being stuck in the meshes of the ribbons. Another straw hat window had a live owl enclosed in a little straw-thatched house in the center of the window, bearing a sign, “Wise heads wear our hats.”

FOR THE WINDOW DISPLAY

A clothing merchant hit on a good plan to insure his show windows receiving more than a passing glance. He instituted what he was pleased to call a “Grand Guessing Game,” and make an exhibit with some hidden meaning and invites all to guess and guess again. Last week he had a bandit dressed up in fiendish attire, flourishing a broad sword and close by was a big piece of sidewalk flagging, with the word “Miss” marked on it, and the merchant’s placard asked, “What incident of national importance does this represent?” and a reader of the news of the day would quickly say, “Miss Stone’s captivity.” This week the show is more simple. A pretty plump doll is dressed in the color of the confederacy, and the sign says, “What popular song does this illustrate,” and every one hums “Dolly Gray.”

The idea was developed some years ago, but it can be made new by using up-to-date subjects in the exhibits. Every one likes a puzzle and many will take infinite pains in trying to solve one. This idea is worth trying.

AN OPTICAL ILLUSION

An enterprising merchant used a clever optical illusion to attract attention to his store during the opening days. A large iron safe was shown in the window, the door of which was opened at stated intervals disclosing the head of a pretty girl, who smiled and winked at the wondering glances of the spectators that crowded around the window to witness this remarkable illusion.

Other illusions of a similar nature can easily be constructed and will always draw immense crowds around the store presenting them.

AN ANIMATED WINDOW

"Uncle Sam" and a blackboard were the center of attraction in a clothing store window sometime ago. "Uncle Sam" was a clever chap made up to resemble the cartoons familiar to all; red and white striped trousers, vest adorned with stars, blue swallow-tail coat and plug hat of grotesque pattern. The crowd attracted was much interested in what he wrote on the blackboard, which consisted of pointers about the firm's goods, interspersed with amusing personalities and skits on local events or happenings of general interest. He was a clever crayon artist, too, and occasionally varied the performance by lightning sketches of well-known characters. In all he managed to hold a good-sized crowd, for an hour or two, and as fast as one lot moved on another took its place.

UNIQUE WINDOW CARD

All of the signs in the window of a dry goods store were in the shape of a hand with the index finger extended. Each hand bore the same opening phrase, "We point with pride to ——" and then followed some snappy advertising of the article indicated, the finger, of course, in each individual case, pointing to the article mentioned.

A WEDDING GROUP IN A RING

Anderson & Co., St. Thomas, Ont., had a window in which a bridal couple were grouped in a huge ring. The groom was in the act of placing a genuine wedding band on the bride's extended finger. The whole was lifelike and made an everlasting impression upon the minds of those who saw it.

CHAPTER XXV.

A FEW WINDOW CARD SUGGESTIONS

After these are gone, no more;
it's just changing money.

A full stock makes this store attractive.

A last chance at a good thing.

A limited number, but an unlimited value.

All our goods are choice.

All yours at your prices.

✓ An appeal to your taste.

Antique finish but modern prices.

A satisfactory article.

A shoe of quality.

As it comes to us, so it goes to you—at a bargain.

A value that wears.

Beautiful and different.

Because they fit well, they wear well.

Best butter in the market.
 Best offer ever made.
 Better than ever before.
 Better to buy now.
 Big bargains in bristle goods.
 Buy here and save money.
 Buying here is so easy.
 Buy today and come again.

Can you resist these?
 Chic and cheap.
 Choose wisely by choosing here.
 Come in and ask.
 Come in and look around, that is
 what the store is for.
 Come in anyway.
 Cool things for hot days.
 Correct shapes and colors.
 Correct things for just now.
 Costs a dollar and worth it.
 Costs you nothing to come in..

Dandy shoes for little girls.
 Dollars will do much here.
 Don't miss getting your share.
 Don't pass us by; give us a try.
 Don't wait too long.
 Don't wait until the best are
 gone.

Eager buyers' opportunity.
 Easy shoes for uneasy feet.
 Economical because it's double
 strength.

Elegant designs in carpets.
 Ever see the equal for nineteen
 cents?

Every article here is a bargain.
 Every article here is strictly high
 grade.

Every day here is "bargain day."
 Every dependable and desirable
 kind of merchandise.

Every line perfect—every style
 right.

Everything that's new.
 Exclusive and meritorious.

Extraordinary values.
 Extra quality, leather lined.
 Eye satisfaction—foot comfort.

Fall finery.
 Fall goods now ready for your
 inspection.

Family shoe store—where hon-
 est values are offered.

Fancy goods at plain prices.

Fit for any foot.

Fit well, feel well, wear well.

For fancy hosiery there's only
 one place to come—here, of course.

For the busy man an accurate
 watch is a necessity, not a luxury.

Fragrant as the flowers.

Fresh today.

Gems of the season.

Give us a chance to please you.

Glad to have you come and look.

Good clear through.

Good things for cooler days.

Good values—best styles—popu-
 lar prices.

Here's your opportunity.

Hints for happiness.

Hot weather comfort.

Hot weather suggestions.

How can you pass it?

How can you resist?

How's this for a penny?

Hardware that will withstand
 the hardest wear.

Haven't you a place for this?

Helps to economy.

Here are things we know you
 will like.

Here's a new idea.

Here's a quality you'll be proud
 of.

Here's how we save you money.

If it's here it's worthy—if it's
 worthy it's here.

If it's worth having, we have it.
 If you come once we keep you.
 If you want to save, try these.
 It will please you.
 Inspection invited — comparison
 challenged.

Isn't it time to give thought to
 your winter shoes?

Isn't your favorite here?

It pays us if it pays you.

It pleases us to say we are here
 to please.

It takes nerve to sell at these
 prices.

Just a few of the many.

Just a few real bargains.

Just here—here only.

Knives that cut at cut prices.

Latest styles just received.

Least price—best goods.

Look at them anyway.

Look everywhere—these are the
 best anywhere.

Made on honor—sold on merit.

Made to sell at ten cents—five
 here.

Make yourself at home here.

Meant to save and sure to please.

Mercury up—prices down.

Money back for faulty fit or
 broken promises.

Mouthfuls of deliciousness.

Neat in style, elegant in work-
 manship.

Newest wrinkles.

New ideas at new prices.

No headaches in these hats.

None better — how could there
 be?

No shoddy in heel, sole, leather
 or lining.

No long waits here.
 Not bargain clothes — bargain
 prices.

Note the quality.

Noteworthy novelties.

Nothing nicer, nothing newer, at
 next to nothing prices.

Not the "everywhere" kind.

Now is the best time to buy.

Now you get the pick—later you
 get the remnants.

One for you, and you'll like it.

One pair makes you a friend.

Others like them, so will you.

Others may be cheaper — none
 can be better.

Our best customers like these.

Our best is the best.

Our prices talk all languages.

Out of the best we chose these.

Out of the ordinary offerings.

Pace-makers in style.

Patterns that please.

Perfect in all points.

Perfect in style, comfort and fit.

Plenty of style, service and fit.

Prices are at lowest ebb.

Prices go to pieces, but quality
 remains firm.

Prices that help you.

Prices that make it an object.

Profits pared from all prices.

Pure, sure, sells, satisfies.

Quaint and cute.

Quality the highest! Prices the
 lowest.

Quick or they'll be gone.

Rare because of style — excep-
 tional because of price.

Rare values if you want them.

Read the price tags.

Ready made, but custom good-
 ness.

Same snap and style as high-priced clothes.

School shoes — high school in quality, down to kindergarten in prices.

See if it isn't here.

See the variety.

Sensible summer suitings superbly tailored.

Serviceable and seasonable.

Shapes that satisfy.

Simply a perfect shoe.

Size them up.

Sleet-proof—snow-proof—rain-proof coats.

Some garments are guesses—these are results.

Some new propositions for you this week.

Spring goods "blossom" this week.

Strong shoes for sturdy boys.

Surprise you—only —c yard.

Tailored correctly and fit perfectly.

Take it and leave a dime.

Take one with you—fifty cents.

Take your pick while the picking is good.

The last of the lot.

The latest creation.

There is more in these suits than material and stitches.

These show their worth.

The standard of perfection.

The tip-top of style for half a dollar.

They'll come handy.

Things worth owning.

Things you want.

Thin things for torrid times.

This is what you want.

This winsome ware reflects refined taste.

This year's novelties.

Ties which please correct dressers.

Truly remarkable values.

Up to our standard—down to your price.

Values that are revelations.

We are ready for fall. Are you?

We're ready to serve you.

We're waiting to wait on you.

We bought these for you.

We do this for you.

We excel as well as undersell.

We fit the hard to fit.

We have all the novelties—without the fancy prices.

We've pleased many—come in.

Well worth your while.

We want your approval.

We want you to take a look.

Where can you do better?

Why not buy now.

Worth counts here.

You ought to like these.

Your chance to get the best.

Your fall suit is here.

Yours for a half.

Yours if you want it.

You'll be well dressed if we furnish the clothes.

CHAPTER XXVI.

OUTDOOR ADVERTISING

THERE is more value in outdoor advertising than most merchants think. A fence sign may seem to be only an insignificant thing, but it may convince some farmer, as he is on his way to town, that he ought to try the advertiser's wares. The sentiment, briefly expressed in three or four words, may just clinch some argument that he has read in his paper about the store and the goods. It may even prove a reminder to him of some article that he would have forgotten, and the advertiser gets all the benefit.

Outdoor advertising consists of signs, posters, wagons, street cars, and any other means of advertising not represented by newspaper advertising, and its various branches of printed literature. Direct sales may often result from the use of outdoor advertising, but as a general rule outdoor advertising of no matter what nature is usually more general than direct. Outdoor mediums are reminders to the public that the store exists. In proportion to the number of times the people are reminded of the existence of some particular store, and the impression these reminders make on these people will be the measure of the success of the store.

Under the head of signs may be classed those painted directly on fences, barns, sheds, and other places, and signboards erected in permanent locations, mile posts and signs on store fronts.

Fence signs as we used to know them in the old days of "Rising Sun Stove Polish," "B. B. B.," and "St. Jacob's Oil," are fast disappearing. The old board fence is rapidly giving place to wire and posts. Fence signs in the old days were broadsides, covering sometimes thirty or forty feet in length, and but five or six inches in height. Now the fence sign is made of metal, oiled paper or light wood, and nailed to the posts. They are not over large, but are usually much more attractive than the old ones from an artistic point of view.

Signs painted on barns, sheds, and other buildings are generally too costly for the local retailer to use in large numbers. He usually has to pay not only for painting such signs, but for painting the rest of the building as well. When good locations can be secured they can be used in moderation. The best location in a city is high up on the exposed wall of some prominent building, situated where many people pass daily who may read it. In the country, cross-road, where a barn or building is so situated that a sign on it may be read from the several roads, is ideal.

There is one thing to be borne in mind by the retailer contemplating the use of these broadsides, and that is that a good quality of paint is much cheaper and more lasting than the poorer and less costly materials. The first cost should be made the whole cost for many years to come by the use of the best materials obtainable.

There are a number of firms manufacturing signs, large and small, out of solid wood, and light metals, that can be fastened upon barns or buildings, as well as on fence posts or posts erected expressly for them. These signs are very often much less expensive than those produced by local sign painters, so they should not be overlooked in preparing estimates of costs.

Whenever possible, the signs should be put up, so that they can be read from either side of the road, and from either approach. When this cannot be done, they should so face that the people going into the city will see and be compelled to read them. Signs are of little value when read by people who have completed their purchasing, and are on their way home. Another good reason for so placing them is that in going to the city the farmer usually travels in daylight, while in returning home it is often after sunset, when signs cannot be read at all.

Some very good character signs are produced in iron and tin. These are made so that they can be fastened on buildings or on posts. Animals are often represented, the elephant being a favorite. A man or a woman in traveling costume carrying a huge valise is often seen in the fields of the farmers. They move not. They have hearts of iron and wood, but they inspire thought in the minds of the ruralite. The thought is usually of the advertiser.

Others represent the human being in many postures, and reveals them in many familiar occupations. One seen all over the country today is a boy climbing up the side of a building, advertising a "lye."

A sign recently seen represented a street car filled with passengers. The imitation was very realistic, being done on wood in oils. The colors used were natural, and the sight was attractive enough to stop many a rig for several minutes at a time, so that the occupants could get an undisturbed view of the "trolley off the track," as it was soon named by some wag. That sign paid for itself many times over in the publicity gained for the store that put it out.

The wind is the only element that is likely to play havoc with these signs, but if properly put out by a mechanic that knows his business, they can be maintained for years at practically no expense after the first cost.

Mile posts are another source of publicity. These little boards, when properly placed, are appreciated by the men and women who have to travel along that road. These can now be had from regular stock in some of the sign factories. Pictorial ones are the latest.

It is, of course, useless to go to the expense of putting out mile posts where there are others already located. They should always be located accurately. A bicycle and a cyclometer will give all the measurements required. These mile posts should be looked after every year, the spring being the proper time, and repaired, those past repair being replaced by others.

The wording on signs must be brief. Large letters and few words should be the watchword. An apt phrase well turned is good, but a

variety of such phrases is better. The same phrase reiterated on each sign may get on some people's nerves.

Another kind of sign that has appeared recently in large numbers is the electric sign. These are now so low in price that almost any merchant can use them. They not only mark his place of business by night, but by day as well. A consultation of the advertising pages of any good advertising magazine will acquaint any merchant desirous of further light on this style of advertising with their possibilities and the probable cost of the signs and their maintenance.

Billboard advertising is another class of publicity which the retailer may use in moderation. The appropriation of the retailer using billboards must be large enough to cover cost of colored lithographs. Plain reading matter may be good, but a picture in color is better. It will catch the eye much more quickly, and when caught retain the attention longer. Stock lithographs can be purchased at very reasonable prices today, so that even the smallest advertisers may use them to some extent.

"Brevity is the soul of wit," but it is the body and soul of billboard or poster advertising. A few words must be made to tell the whole story, and those words should be the smallest possible that will express the desired meaning. The story told, if incomplete, is of little value. It must be plain, and easily comprehended, and not hidden or only half expressed.

Striking colors are necessary to successful billboard advertising, although a strong sketchy black and white poster is very effective. When it is surrounded by glaring colors the contrast causes it to stand out better than colors in the same position would. It is the contrast that counts in that case.

The retailer using posters should have them put out by the regular bill poster. It is useless to try billboard advertising if there are no regularly attended billboards to put them on. A few stuck up on alley fences, and in inconspicuous places, are of little value. Prominence is the whole thing, and position is absolutely necessary.

More delivery wagons are being used each year in all classes of business. The grocer formerly had a monopoly of the delivery business, but latterly every branch of the retail business has become represented. The reason for this is not because people object to carrying parcels, but that they have too many parcels to carry. They purchase more freely, and when their purchases are collected it becomes a burden to them to carry them home. The costumes of women now require both hands to manage. The natural remedy is the delivery system. This in itself is advertising or has advertising value.

There should be some advertising on every delivery wagon. The firm name alone is not sufficient to constitute advertising. Some phrase, describing the goods sold or the policy of the store, should be used.

Street car advertising has in the past few years been so generously spread through the country by the rapid development of the electric lines, that it has come to be considered one of the standard means for gaining

publicity. The larger retailer can afford to use street cars for advertising purposes, but the smaller firms must be content to profit by the advertising done in this way, for him, by the general advertiser.

Street-car advertising is still so young, comparatively, that a great many of its real opportunities have been overlooked through seeming lack of study. It is hard to tell just what does constitute a good street car advertisement. A sentence in plain type on white cards is easily read and the sentence if meritorious may be remembered. But alongside of it appears a card bearing a very catchy design in colors and this perhaps attracts more attention. The message on that card may be read and remembered or the design alone may remain fixed in the mind. In either case the advertising is accomplished, provided the design or the sentence reminds the reader of the article advertised.

The retailer with a limited appropriation may safely allow most forms of outdoor advertising to take care of themselves. If he uses up his appropriation judiciously in the newspapers and its supplementary aids, he is likely to get better results than by spreading it on dead walls and billboards or by placing it in street cars.

CHAPTER XXVII.

ADVERTISING AT COUNTY FAIRS

SOME merchants are of the opinion that the country fair is more of a drain on their finances than a benefit. Unless proper methods of advertising are used this is more than likely to be the case. They will have a chance to contribute toward its success in the shape of money and merchandise donations, for a country fair is no fair at all without prizes. As a usual rule they are not great financial successes and the management have to depend almost entirely upon the assistance given by the merchants in the shape of prizes. In some lines of business the prize itself may be made to yield a certain amount of advertising for the store. The grocer may donate ten pounds of some special blend of tea that he has put up under his own special name. This ten pounds of tea may be divided into two or three prizes, and being mentioned under separate heads is good advertising of the tea, especially so when the name of the donor is printed in the prize list.

Other trades may take advantage of this by always donating a special article only to be obtained at their stores. Not only at country fairs but at picnics and excursions this special brand should be exploited. By always making a donation of the same brand or article the merchant

obtains more publicity for his store than by giving something different every time he makes a donation.

But this is a minor part of the advertising to be obtained through the medium of the country fair. The exhibit of his wares should be the chief means of advertising his store. In this exhibit lies the failure of many merchants to realize benefits commensurate with the amount of time and money expended. The majority, the vast majority, of those who attend the country fair for the purpose of seeing everything there is to see are farmers. This being a settled fact a general exhibit of the merchant's wares is of little value. But let him exhibit goods used by farmers and he will notice a difference in the amount of attention his exhibit obtains.

The shoe merchant may place a glass case of fine footwear on exhibition. The case may contain the finest specimens he can obtain, but it attracts but little attention. Let him exhibit plow shoes, rubber footwear, and the sturdier shoes for women, and by the aid of a few appropriate signs his exhibit will become the center of attraction.

Tinsel and cheese cloth may make an artistic booth, but a good, common sense use of his space would prove more beneficial to the exhibitor. The space may be fitted up as a sort of resting place, where weary sightseers may seat themselves and cool their ardor. Cold water may be served by an attendant, who should always be on hand to distribute literature advertising the goods the firm sells. A salesman from the store could be utilized here. The salesman who has the widest acquaintance among the farmers should be chosen, no matter what other salesmen's qualifications may be. He is the one to obtain the friendship of those he knows and of those whom he becomes acquainted with by little acts of consideration and kindness displayed at his booth.

The firm who wishes to go more extensively into this feature of advertising can hire a professional magician, or a comic song and dance artist for the purpose of drawing attention toward his exhibit. When this is done a good talker should be placed in charge of the exhibit, one who understands the wares being shown and one who can explain the superior points of them over others of similar make.

Even a phonograph can be made to serve as an attraction. An instrument of good, clear tone may be rented and a large variety of songs, comic and serious, as well as monologue sketches and instrumental selections can be rendered during the time the fair is most crowded by sightseers.

A large register could be used for the purpose of obtaining a good mailing list. A souvenir may be promised all who would register their names and addresses, or it may be distributed then and there. Accompanying the souvenir should be a carefully selected lot of literature.

Even a guessing contest of some kind could be instituted to create enthusiasm among the visitors to the exhibit. No matter what the means used, so long as it has some unique or original feature it is bound to prove a success.

The fair grounds are usually some distance from the business portion of the towns and cities where they are held. A telephone could be placed there for the convenience of the public. A place can be provided where parcels may be checked free of charge; this would prove a boon to many. A bulletin board might be displayed bearing the latest news of the day and especially any news of the fair. This would also be greatly appreciated.

The merchant who desires to make the most of country fair advertising should visit the fair regularly himself. By keeping his eyes open he will see many little schemes that could be utilized to advantage.

A little scheme used by one merchant was to have a number of red, white and blue cards printed similar to the cards used by the judges for marking prize-winning exhibits. One of these would have printed in large type "FIRST PRIZE," the others "SECOND PRIZE" and "THIRD PRIZE," respectively. Below these legends, in smaller type, the store being advertised was said to have received the prize for variety of goods on display. The verdict, it was said, was given by the people. These cards were hung upon buggies, wagons, live stock, and in fact sometimes on individuals of the human species.

There was considerable fun made out of the affair and the store came in for a good share of advertising.

Picture cards, puzzle cards, novelties of all kinds, samples, etc., can all be profitably utilized at times by judicious distribution at the country fair.

The merchants situated in the towns and cities in which these fairs are held has additional chances for obtaining benefits from the country fair. Their stores can be made the center of attraction by a number of different methods.

Very often, too, there is a parade throughout the town, in which the merchants display their wares by means of floats. These parades should never be thought merely a source of annoyance and expense, as they very often are. This parade is as necessary to the success of the fair, in some localities, as the circus parade is to the circus. Time and money can very well be spent to advantage in this way. A novel idea brings forth more free and spontaneous newspaper publicity than anything else.

The country fair brings about a season of gayety that the merchants should imitate. A smile and a hand-shake should be forthcoming at all times. Friendliness is often one of the most potent advertising agents.

At a recent Pennsylvania country fair, a novel mode of advertising was employed by a number of business houses. "Bomb-shells," made of tough papier mache, were filled with advertising matter and then fired high in the air from a mortar. At the height of several hundred feet the shells exploded, scattering the enclosed circulars, cards, etc., "to the four winds." The concerns interested offered certain prizes, reductions, and other inducements for the recovery and presentation of the circulars. In some cases there were perhaps ten prize slips in a hundred; in others, all

the slips were redeemable. The ascent of the bombs was watched by eager multitudes, and there was much scrambling for the falling literature.

Window displays should play an important part in the advertising during fair week. Every means at hand should be used to make them attractive. They should be brilliantly lighted up at night. Frequent changes during the week might prove advantageous also.

CHAPTER XXVIII.

OPENING A NEW STORE

PERHAPS the most difficult problem in advertising is that which confronts the new man advertising a new store in a new location.

The problem is difficult, not because the advertising of "openings" is difficult, but because he has a new constituency to cater to and he may not be just sure what keynote to strike. He might enter upon a forcible campaign emphasizing prices when he should have held up values most emphatically. He might dilate upon his improved facilities for procuring the newest and latest styles and fashions when he should have emphasized prices.

As a usual thing a merchant opening up a new store in a new town has his hands full attending to fitting up the store, receiving new goods, etc., but he should not neglect every opportunity to become better acquainted with the usual trend of the advertising done by his competitors to be. He should watch their advertisements closely so as to see just what policy each store seems to be pursuing. Should the majority be harping on low prices, he may make sure that the people are being attracted by just that kind of advertising. But on that account alone he should not blindly follow in their footsteps. It might be better policy to start out as a "quality store." Still an examination covering several months of the advertising done in a town or city will show the general tendency of the people's desires. From this knowledge, to which he may add from personal interviews with other business and professional men, he must settle upon a store policy. It would be folly for him to make up his mind that he was going to run his store along certain lines before finding out the practicability of such a policy in that place. Even his purchases should be governed to a large extent upon the policy, even though he decide to carry a large range of merchandise covering all classes, low, medium and high-grade.

Some weeks before his opening he should set out to obtain a good mailing list consisting of heads of families. A good directory will

usually supply this. To those on this list it would be policy to send a printed invitation to visit his store on opening day. This invitation should be printed on a good quality of bond paper and be printed on one page of a folded note size, similar in all respects to a wedding invitation. It might read as follows:

ROBERT JONES & COMPANY
request the pleasure of your presence at the
formal opening of their
New Store
Nineteen Broad Street
Thursday
March Twenty-first
Nineteen hundred and twelve
Clothing Shoes Furnishings

These should be mailed about a week previous to the opening day.

The opening announcement should be of considerable size. A page is none too large a space to use in the lesser towns or even in the larger cities where space runs into money quickly. This announcement should give all the particulars that are necessary to give the public an idea of what the store is going to be and of what it is going to do.

The opening of the New Selfridge store in London, England, some years ago, was marked by a departure in advertising that has been found acceptable to the public. Since then the opening announcements of new and old stores have been materially altered for the better. We reproduce a number of the opening announcements that occupied whole pages in the Cleveland papers, when the Halle Bros. Co. opened their new store there. [See pp. 104, 105, 106, 107.]

Gimbel Brothers, New York, recently opened up a new store. In one of their opening announcements they said:

A GREAT NEW RETAIL STORE IN THE HEART OF NEW YORK

About the time that this advertisement appears, our New York store will be open for business. We have spent two years in building it, five years in planning it, and *sixty-seven* years in getting the "know-how" to run it.

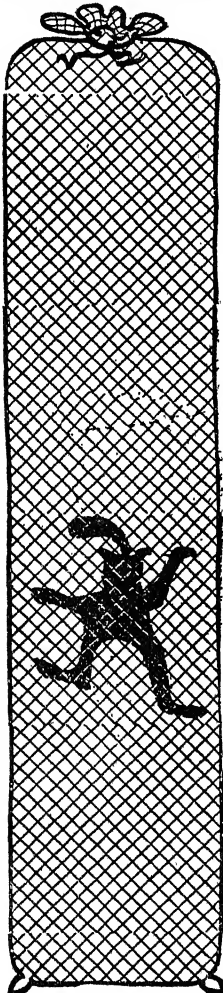
It is the latest and the largest addition to the great retail stores of New York. An investment of \$17,000,000 is staked on our ability to make it the *most* attractive and satisfying store in a city possessing many stores that are attractive and satisfying.

We shall spare no effort to make this store one of the sights of New York, and when you come here we ask you to visit us. Our welcome takes no measure of your purse or of your purpose. If you come merely in curiosity, you are wel-

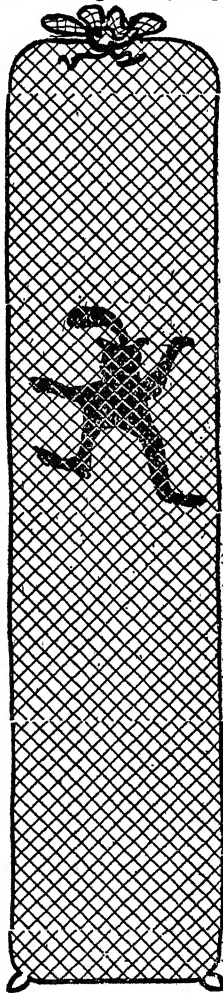
and list price the stock. They should be more in the nature of a simple request for patronage, telling how the store hoped to deserve it by untiring energy in obtaining the newest modes and styles and how careful the service of the store would be to make trading there not only profitable but pleasant. To this might be added a list of departments or a list of classes of goods to be handled.

It is often a question whether it is desirable or not to offer goods for sale at a formal opening. In nine cases out of ten it will prove better to offer no goods for sale whatever. Have the people come, inspect the

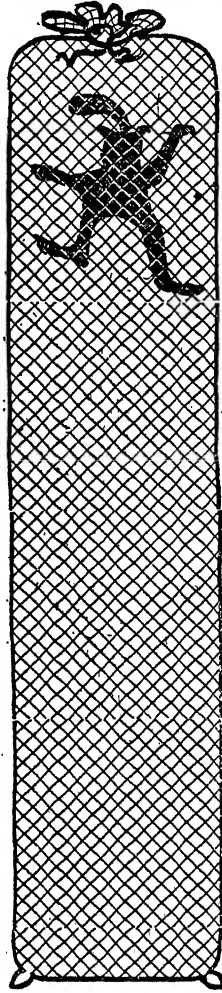
Watch the Cat Watch the Cat Watch the Cat The Cat
In the Bag Every Day In the Bag Every Day In the Bag Every Day IS OUT OF THE BAG



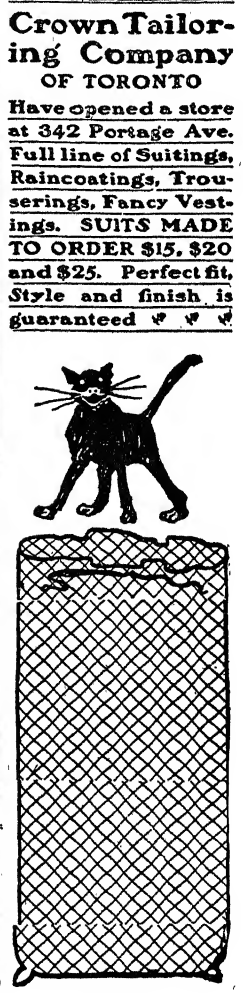
NO 1.



NO 2.



NO 3.



NO 4.

Crown Tailoring Company
OF TORONTO

Have opened a store at 342 Portage Ave. Full line of Suitings, Raincoatings, Trousers, Fancy Vestings. SUITS MADE TO ORDER \$15, \$20 and \$25. Perfect fit, Style and finish is guaranteed

store, the stock and its conveniences. Have a pleasant word with each, either personally or through the sales force, and bid them come again.

The Crown Tailoring Company, Toronto, used a unique and novel method of announcing their opening. Cut No. 1 shows the announcement as it appeared in every Toronto paper on the second day, there having been one on the preceding day that showed the cat at the bottom of the bag. The announcement, "Watch the cat in the Bag Every Day," was hardly necessary after the first day, for people noticing the different position of our feline friend on each succeeding day, eagerly looked forward to a solution of the mystery. It came with the final announcement that The Crown Tailoring Company, of Toronto, had opened up a new store. This while clever, and no doubt very effective at the time, is of questionable value. Blind advertising is either very successful or it is just the opposite—more often the opposite.

Such advertising not only costs considerable money, but is a risky proposition to handle. If the advertisements take the popular fancy, they are successful, if the public does not take to it, it is money wasted. That is all there is to it. It is something like the popular song question. Some one sings a song at some theater or music hall and it immediately becomes popular. Who can tell what made it so? It is very often not on account of its merits. It might even obtain its popularity from a wink of the eye of the pretty soubrette who sings it. And so a popular song is born.

Blind advertising is merely an experiment, and experiments are often very costly.

CHAPTER XXIX.

SPRING AND FALL OPENINGS

WHEN the spring season opens out, the merchant should have his plans for the season all laid out. He should also have a general idea of just what lines he will advertise, how long he will advertise them, and how much space he will give to advertising them.

The merchant who is really ready with his advertising campaign when spring arrives is to be congratulated. Very few ever are.

The preparation of the spring advertising plans should begin when the merchant buys his first bill of goods for spring. It should continue throughout the rest of the buying season. Sometimes the traveler makes a suggestion, sometimes the samples suggest some line of advertising, and often in reading his trade papers ideas present themselves that are stowed away

*The house of your personal
to represent at the
Normal Opening
of our New Store
Corner Water and William Streets
Berthier, Illinois
Wednesday, October 14th fourteenth
between hundred and
Williams Street, Chicago*

*Don't Miss
Don't Miss
Don't Miss*

in his memory for future use. A better plan, however, is to use an "idea" book, and place these ideas under one heading, i. e., Spring Advertising.

Manufacturers and wholesalers often supply printed booklets, window cards, etc., copies of which are usually shown with the samples.

The honor of your presence

is requested

at the opening of the

Big White Store

Schipper and Block

Peoria, Illinois

Monday, Tuesday and Wednesday

September twenty-fifth, sixteenth and seventh

one thousand nine hundred and five

The merchant must make arrangements for receiving the necessary quantity and have a place for each piece of such literature in his plans.

Then there's the question of cuts. Many of these are provided by the manufacturer, and proofs of these must be preserved and advertisements woven around them for use at the proper time.

New suggestions for advertising crop up and the plans begin to mature. Booklets and leaflets are prepared and sent to the printer. Cuts that are necessary are ordered. Envelopes are addressed if the store possesses a mailing list.

Often the mailing list is selected from the latest directory or tax list. But that is only a part of the general plan. Some of the fixtures in use have to be altered. New furniture has to be ordered. New rugs, carpets, cases; perhaps new window fixtures and stands are required. These all have to be looked after so that they will be in position for the spring opening.

Painting and decorating follows the alterations; following these, the spring housecleaning. Floors must be scrubbed and oiled, broken cartons must be replaced by brighter and newer ones. In fact, everything must be thoroughly overhauled, dusted, washed, cleaned.

All this must be done with as little confusion as possible, for business must go on just the same. Goods are being sold and goods are coming in. Some merchants very wisely hold back the new goods until the latest possible moment. This is done for the purpose of forcing out the winter lines. It has another effect that is often overlooked. When all new, or nearly all new lines are brought out and shown simultaneously an impression is given that the styles are in reality new. If they are placed in stock as received, by the time the spring selling is on in real earnest the styles are old to both the salesmen and the patrons of the store.

The real spring advertising of a store should start off with a spring opening. Every store of any pretensions whatever, any store that has any following at all, and any store that desires to build up a permanent trade should have at least two opening days, one in spring, the other in the fall. The opening marks an epoch in the store, for both patrons and

sales-people. It brings forward the new season with much more force than if allowed to be gradually ushered in, and, as before stated, the new styles are brought forth, one with another, the whole making a complete showing. Then, too, there are the attendant decorations, music, eclat, all adding much to the value of the styles shown.

As a usual thing the formal opening of new styles is extended over two or more days in the larger cities. In the smaller cities where there is usually some farming trade, it is advisable to have a three-day opening, commencing on Thursday. If this is done the opening may be further divided, when both men's and women's goods are kept in stock, into Ladies' Day, Men's Day and Farmers' Day. The exhibits should be changed to meet the requirements of each day, the decorations being the same for all, although the general program of the entertainment might be varied.

The decorations for the spring opening should partake of the nature of the season. What more simple than living plants, flowers and foliage. Artificial plants should be used as sparingly as possible for the spring decorations, although for winter use they do very well. The extent of the use of blooming plants and cut flowers will depend largely upon the amount of cash set aside for decoration purposes. It is a well-known fact that many of the large department stores spend thousands of dollars for cut flowers and plants when having formal openings. These vast sums are usually considered to be well spent, too. One shrewd merchant in a small city made arrangements with a florist, the only one in the place, to decorate his store for his opening days and as recompense gave him the privilege of placing price tickets on each plant and of having an attendant present to make sales and take orders. The scheme worked well. Small cards were used on each plant for sale, stating that it was loaned for the exhibit and was for sale, giving the price. The co-operation of these two resulted in benefit to both. The merchant had an abundance of fresh flowers for decoration purposes, and the help and skill of the florist in decorating for absolutely nothing. The florist sold many plants and took orders for many more and got sufficient advertising, at no expense other than his time, to pay him well. It might be stated that no plants were delivered from the exhibit until after the opening was over.

Great care should be bestowed upon the goods displayed at these openings. They should be carefully examined for flaws, or apparent flaws, for only the most perfect of goods should be openly displayed.

The fixtures and cases should be tastily decorated. Small tables with highly polished tops can often be used throughout a store for the display of many lines of small wares for the opening days.

The main object of the opening should be to show goods. It may not be necessary to refuse to sell goods, nor is it usually advisable to do so, but more time should be spent in showing new styles, telling about their desirable qualities, how they are made, of what they are made, than is usually taken in the rush of making sales. For this reason every

available space should be given up to a display of goods. The practice of giving expensive souvenirs has been carried to excess in some of the larger city stores. Often many dollars are wasted in this way. If the merchant wishes to present some token of his pleasure to the visitors of his exhibit, he can do so in a very simple manner. Cut flowers have often been used, and from all accounts have been far more acceptable than some trashy piece of tinsel or spangle.

Manufacturers will gladly co-operate with the retail merchant in making his display at his opening a success. They will loan or send on consignment many lines that are of perhaps higher value or rarer quality than are usually carried in stock. Samples of many lines can be secured and orders taken from these samples.

The firm selling clothing, either men's or women's, would find it convenient to have sample suits of a high quality displayed at the opening, even when they have to be purchased outright. Orders can be taken from these and in the end the samples can be disposed of to advantage.

Handsome and expensive rugs can be utilized in the same way by merchants handling this line of goods. In fact there is hardly any line of goods that cannot be toned up by samples or sample lots on consignment.

If it is possible, the shoe merchant would find it very profitable to procure skins of the leathers used in some of the lines in which he specializes. It would also add to the educational feature of such a demonstration if the different parts of the shoe were on display, and shoes shown in different stages of making, showing completely the processes followed.

Then again the polish manufacturers should be asked for sample boxes and bottles of polishes for free distribution. Free samples of laces, foot powders and such things would greatly aid both retailer and manufacturer in furthering the sale of their lines.

A musical program should be provided whenever the expense is warranted. When good music is heard at an opening, there is sure to be a charm about the whole that will add considerably to the value of the goods on exhibition.

Sometimes a special invitation is extended to the public. These should be printed in a formal manner and on formal stationery. For the smaller stores this item of expense can easily be cut out unless the local papers have been proven useless.

The window decorations are of equal importance with the interior decorations. These displays should be simple in some respects and elaborate in others. But little merchandise should be displayed, and that little must be shown in an appropriate setting. A clever design in white and light green might be made, and this together with potted plants form the display. The whole should be made to present as rich an appearance as possible. The trim should be placed the evening before the opening day. If placed before that time, it seems to lose much of its effectiveness. It may be left for some days after, but should not be placed before.

It is often found desirable, even in downtown districts, where stores close early, to remain open on the evenings of openings, at least until nine o'clock.

The spring opening may then be considered to be the starting point of the spring advertising. From that time on the campaign should be carried on with an aggressiveness equal only to the capacity of the store for doing business.

The fall opening should be conducted on practically the same lines, seasonable goods being the central figure of the display. At these fall openings there can be made elaborate decorations of the beautifully colored leaves and branches of trees that are to be had for the cutting in the country. The expense of the decorations for fall openings is thus cut down considerably below that of the spring openings.

Very often at some of the openings there are very clever schemes used for the purpose of bringing out large crowds. One of these that has been used successfully by a number of merchants is to present certain gifts to those who hold numbered coupons corresponding with the numbers placed on the gifts.

our autumn opening correctly mirrors fashion's tendencies

in
millinery,
suits,
coats,
dresses,
waists,
negligees,
petticoats,
dress-
accessories
and
baby clothes



in
dress goods,
new silks,
novelties,
laces,
trimmings,
garnitures,
veiling,
neckwear,
and other
fancies
and fabrics

new millinery

Our present exhibition is well worth waiting for, according to the hundreds of visitors who expressed their opinions here today. To-day women are almost unanimous in their praise and those who have seen our 1910-11 models, are ready to deprecate our judgment for their individual needs, as our adaptations as well as our selections of original models, are exceptionally modish.

These hats are shown in an extensive range of styles, with a special view being given to the latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat.

dress trimmings

A handsome array of the newest ideas greet visitors on our main floor. The season's late novelties and color combinations are here in a large variety of rarely beautiful designs. Ranging from the all black trimming bands, garnitures, motifs, etc., to the soft, subdued shadings and finally to the rich Persian, Oriental, Egyptian and Paisley combinations most artistically effective.

All these in all the very latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat.

among the dress fabrics for fall and winter

In this realm our selections have included not only the staple weaves and colors, but also the most exclusive and fashionable fabrics—the very choicest products of European and American looms. Many of our new fabrics will be shown nowhere but here, as they are exclusive ours and made for our use by the foremost manufacturers in this country and abroad.

dress goods

These materials and dress goods are a wealth of variety, with a special view being given to the latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat.

These materials and dress goods are a wealth of variety, with a special view being given to the latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat.

silks and velvets

These materials and dress goods are a wealth of variety, with a special view being given to the latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat.

These materials and dress goods are a wealth of variety, with a special view being given to the latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat.

initial exhibit in our new fur section

In opening this new department on our third floor we are giving Toledo women a fur store in which to shop that is strictly up to our established standards of high quality, assured styles, dependable merchandise and representative assortments.

Our new display is the latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat.

Our new display is the latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat.

Our new display is the latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat.

wearing apparel for entire family

Ask for whatever you may need in ready-to-wear apparel, furnishings, hats or shoes for men, for misses, for youths, for boys, girls and children. Begin to the finest baby—we will show you lines second to none in the city of Toledo.

Our fourth floor is devoted to the needs of men and boys, and includes hats, suits and boys' furnishings in all the latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat.

Our fourth floor is devoted to the needs of men and boys, and includes hats, suits and boys' furnishings in all the latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat.

Our fourth floor is devoted to the needs of men and boys, and includes hats, suits and boys' furnishings in all the latest in the line of the new hat. The new hat is shown in the latest in the line of the new hat.

THE THOMPSON-HUDSON COMPANY

A Western merchant offered fifteen gifts in this way for the purpose of advertising his opening. He advertised the opening and the gift scheme at the same time by having circulars distributed to every house in the city. A few hundred were also mailed to out-of-town customers.

Each circular was numbered, the numbers running from 1 to 6,000, the number of circulars printed.

The gifts were to be numbered by a committee, and the person holding a circular with a corresponding number took the gift without any further ado. There was but one condition, and that was that the person holding the winning number must be present in person to claim the gift. These circulars were distributed about a week before the opening and the same day the windows were trimmed with the gifts. A large card stated the conditions under which they were to be given away, and that any adult who did not possess a circular could obtain one by applying within the store.

The evening before the opening, the gifts were removed from the windows, and the mayor of the city and a local banker, acting as a committee, selected the numbers. These numbers were selected from those that had been given out on the circulars. After fifteen numbers had been chosen, they were placed in separate envelopes and thoroughly mixed. They were then passed over to another committee composed of a lawyer and a school teacher. This committee placed one of these envelopes upon each of the articles to be given away. This done, the envelopes were opened and the numbers attached to the gifts.

Now mark this: All of this was done in the presence of another committee consisting of the editor of the local daily and representatives from the three labor organizations in the city.

All of this was not absolutely necessary and seems to be a long way around a little corner. But the merchant had two purposes in view and he attained them. First, to insure an absolutely impartial offer, and, second, to thoroughly advertise the event. You may be sure the different committees did not hold their tongues, especially as a light lunch was spread after these very arduous labors had been completed.

The opening was a success and it was due entirely to the fifteen gifts which were every one of them claimed.

This may be considered by many as sensational, but it proved successful. Had it failed it might have been censured, but success will always atone for any mild shortcomings like this.

The opening advertisements shown in this chapter and on pages 104, 105, 106, 107, 109, and 114, are in a marked degree better and show a tendency towards broader display than those used in the former editions.



NEW CARPETS

This is the best time to select that new carpet of yours. By seeing us now, you're going to receive the assurance of satisfaction that we just cannot give you after the fact. We'll send you two free color chips from one of our most magnificent assortments of handwoven American Wilton and French Aubusson carpets that we now stock in Montreal. From our extensive experience in this line, coupled with our lasting facilities, we have positive that it's impossible to get better value anywhere and in many instances we're offering much more than your money deserves. "COME AND SEE." This may as well bring measurements of your room, we can give more detailed quotations later.

Part Three

SCHEMES AND SELLING PLANS

CHAPTER XXX.

LITTLE SELLING HELPS

IT HAS often been said of advertising, that all advertising is good, but there can be little doubt that some forms are better than others. Some kinds of advertising will bring better results than others, and it is a well-known fact that a plan that has proven successful with one merchant often fails utterly with another.

It is very generally conceded that newspaper advertising is the best medium for the retailer to use, but in every part of the world bright minds are giving serious thought to other methods of advertising, to little schemes that will help to sell goods—little selling helps.

A great deal of good publicity can be gained, and in most cases increased direct sales made, by the use of one or more of these little schemes every once in a while.

Many merchants go on the principle, however, that everything that attracts attention to their stores is good advertising. In this they are often very much mistaken. Notoriety can never be advertising, no more than a notorious person may justly be said to be famous.

Any scheme that will attract favorable attention to, and friendly comment of, a store is, without doubt, good advertising, but the same cannot be said of schemes that get a store talked about in an unfavorable way. "Scheme advertising," as it is usually termed, is, on the whole, good advertising. The merchant should be careful in selecting and carrying out his scheme, that is all.

A clothier advertised a special sale of trousers, and in his advertisements was prominently displayed this offer :

The first three men entering our store on Sale Day, August 2d, will each be presented with a pair of \$3.50 trousers, absolutely free. All those who wish may sleep on our doorstep all night.

An offer of this kind is likely to cause trouble for any merchant making it. Then, again, it is likely to attract to the store an undesirable class of persons. They will be there, ready to fight for the goods offered free, but with no intention of paying any price, no matter how low, for anything. Such an offer would never be attractive to the persons intended to be reached by the advertiser.

Any scheme of a sensational character that is calculated to bring into or about the store the unruly element of the locality is more likely to prove injurious than beneficial.

A clothing merchant in one of our larger cities drew a large crowd in front of his store (the inside was deserted) during a Thanksgiving sale, by letting loose one hundred live turkeys from his upper story windows. Some one hundred persons got live turkeys after a chase, and some thousands witnessed the proceedings, but not many of these same thousands ever went inside of that merchant's store. The results were less than expected. The cost was never made up from the sales made through that species of advertising.

The idea of throwing goods from the roof of a building to the waiting and expectant crowds below can sometimes be made the means of considerable talk about the store.

Sometimes some of the schemes used by merchants are intended to be "smart," or are made with the intention of having the public adjudge the merchant as a sharp, or shrewd, or cunning advertiser.

Here's a little thing that proved successful. A druggist had a large number of folders printed, advertising his business. One page was given up to the scheme. The folder was entitled, "Vest Pocket Rules for All Games," and was suitably illustrated. These were advertised freely in the papers and were given away free. When the seeker after knowledge had secured one he found that the "Rules for All Games" was in reality only one rule, which applied alike to all games. It was:

"KEEP YOUR MOUTH SHUT."

This was an intentional "catch" on the part of the advertiser, and the public took it as it was given. Not so was it with a cigar dealer, who made himself very unpopular by his smartness. He was ever on the lookout for "gags" and schemes, whereby he could catch his customers. He put a card in his window which read:

I WILL PAY \$15.00 FOR 1912 PENNIES
--

One or two respectable persons were taken in by this. When they found that the offer made was \$15.00 for \$19.12, or "nineteen hundred and twelve single pennies," they transferred their trade to a cigar dealer who was not quite so sharp.

A shoe merchant made a lot of trouble for himself not long ago by using a simple little scheme. He had a waterproof shoe that was guaranteed to withstand any amount of water, and had one placed in a glass dish of water. Before doing this he resorted to the vaseline bottle, and after a liberal coating of this preparation, it kept out the water perfectly. After this practical test (?) had sold a large number of the shoes, the purchasers began bringing them back with the complaint that they leaked. The merchant explained how the shoe in the window was made waterproof, and by liberal allowances on new shoes kept his customers. Had

he frankly told his customers when they made their purchases that the use of vaseline would aid the shoe in resisting water, he might have saved himself a good deal of worry and loss.

A trick of a similar nature was used by another shoe merchant, but it was one that was not calculated to do him an injury, because in reality no one was injured.

He had two thermometers in his window. One was placed in a cushion-soled shoe, and the other alongside of it. A window card called attention to the difference in temperature, inside and outside of the shoe. The one inside of the shoe registered about twenty degrees more heat than the one outside, but, of course, it was "faked." It attracted a great deal of attention from its uniqueness. This same scheme might be used in summer, showing an oxford to be many degrees cooler than a high shoe.

There are a great many schemes that are beneficial without bringing direct results. Others there are that cannot bring any good results no matter how they are worked. Then there are many that will not bring results adequate to their cost. Sometimes a scheme that is merely intended to remind the public that the store exists will in the end pay, but it is best to have a dozen little schemes bringing in direct results than one intended merely to familiarize the name of the store.

A merchant in a "factory" town made use of the following scheme to get direct results:

In the first instance, he held what he termed "An Envelope Discount Day." He advertised that every employee of the factories in the town who would bring his pay envelope to the store on a certain date would receive a discount of five per cent. on all purchases made for cash on that day. To help the scheme along, he had a number of manila envelopes printed, to be used as pay envelopes by the different factories, with the following inscription in one corner:

Present this envelope at H——'s store on December 12th and receive a discount of 5 per cent. on all purchases made on that date.

As this is the kind of argument that appeals to most men, the store was crowded on the date named. The store had to be kept open during the evening to supply the demands that were made on it.

Any scheme that stamps a merchant as progressive, as original, as determined to stand in the front rank of his line of business, is bound to win the respect and support of an ever-watchful public. There is a perfect thirst for novelty today, and when a business man finds that some competitor more active than himself is leaving him behind in the race, it is time for him to cut loose from some of the cut-and-dried business methods of a generation ago. Give the public something new and they will call at your store if for nothing more than to pay a tribute to your progressiveness.

In order to get rid quickly of a large quantity of shopworn and unsalable goods, one firm placed them all on a big counter, and advertised that among the lot were many worth \$2.50 and \$3, and that on Monday morning a "stock market" sale would be held, beginning promptly at ten

PINCHED AGAIN!



SECOND OFFENSE

While selling goods at auction at our auction salerooms, 227-229 N. New Jersey street, Mr. Shank was arrested for selling Office Desks without first preparing a special license, costing \$25.00 per day.

Wouldn't That Jar You Some?

Reason why—

We recently purchased two carloads of office desks from a factory in need of ready money at prices that enable us to sell them to the public at less than regular wholesale prices.

Other dealers got sore, it hurts some to have little fry like Shank Furniture and Storage Co. sell furniture and furnishings at less money than they can buy the same goods for at the factories.

We have also recently purchased in carload lots iron and brass beds, baby cots and cribs, tapestry, washstands and velvet, rugs, dressers, washstands and chiffoniers, diningroom chairs, rockers, etc.

All these goods were bought way down below the regular wholesale prices. That's the reason we can sell so cheap. That's what makes the other dealers sore. That's what caused Mr. Shank's arrest.

We are getting some of our business, selling to some of their old customers they have been making big profits off of for years. They don't seem to think we are entitled to any of your trade, but we have it right out that you should come to us if we can save you money. Come once and see, look around and get our prices. Satisfaction guaranteed in every case.

Today We Will Offer the Following Special Bargains:

	Regular retail price.	Our price.
Leather Dressers	\$40.00	\$22.50
Marquetry Dressers	25.00	15.00
Iron Beds	20.00	9.00
Marquetry Chiffoniers	22.50	10.00
Roll Mattresses	10.00	4.50
Western Wire Springs	3.00	1.50
Roll Top Beds	23.00	12.00
Armchair Beds	30.00	12.75
Tapestry Beds, Roll	15.00	7.75
Chiffoniers	15.00	4.75
Quartered Oak Washbasin Tables	30.00	15.00

Quartered Oak Buffets, China Cabinets, Kitchen Cabinets, Chairs and Bookcases at very low prices. All new up-to-date goods. These prices are for Saturday and Monday.

We don't refund railroad fares. You are enough of a good small purchaser as they are and try them at our point in business.

STORE OPEN SATURDAY 7 A. M. TO 9:30 P. M.

SHANK 339 E. Wash. St.
PHONES 2028

TRIAL POSTPONED



VERDICT LATER

Low Shank appeared at the Police Station on last Friday Morning to answer to the charge of selling office desks without first paying a special license fee of \$25.00 per day. For some reason the trial was postponed till Saturday. Mr. Shank was on hand again Saturday Morning to receive his sentence, but the trial was again postponed till Saturday of this week, on account of the prosecuting witness being unable to have his attorney ready.

We aren't quit selling goods, even if Mr. Shank does have to attend Police Court two or three days a week.

One of our competitors in business, a furniture dealer doing business less than a mile away from 339 E. Washington street, sent a representative to our store last Saturday to buy

Twelve Extension Tables at \$15.00 Each and wanted to pay cash for them. Now what do you think of that? We were selling tables at \$15.00 that are usually sold for \$30.00. He was anxious to pay our retail prices to get these tables and make his profit above our retail price. That ought to convince you that we sell bargain.

We Don't Belong to the Merchants' Association!

No one tells us how much profit we should make or at what prices we should sell our goods, but we want to say right here we do make a profit on the goods we sell, our profits are not large but we have been in business twelve years.

Compare our prices with the prices other dealers give you then sit down and figure out how much they have made from your purchases.

ASK YOUR NEIGHBOR

Did he asked up and last week, some of your neighbors were here we have, but if the case you happen to ask did not come last week be sure to bring him with you tomorrow or Monday.

Our Special Bargain Offer for Saturday and Monday

	Regular retail price.	Our price.
Pelt Mattresses	\$10.00	\$4.50
Box-springs	15.00	4.75
Kitchen Cabinets	30.00	15.00
Kitchen Cabinets, Aluminum top	25.00	12.49
Roll-top Beds	23.00	12.00
Velvet Beds, Roll	30.00	15.75
Armchair Beds, Roll	30.00	15.00
Quartered Oak Washbasin Tables	30.00	15.00
Leather Dressers	40.00	22.50
Marquetry Dressers	25.00	15.00
Marquetry Chiffoniers	22.50	10.00
Roll Top Beds	23.00	12.00
Roll Top Beds, Quartered Oak	30.00	15.00
Linoleum	35.00	15.00

All new, up-to-date goods direct from factories. These Prices for Saturday and Monday.

STORE OPEN SATURDAY 7 A. M. TO 9:30 P. M.
SHANK 339 E. Wash. St.
PHONES 2028

SENSATIONAL ADVERTISING

o'clock and lasting just one hour. The price might suddenly drop to fifty cents, the lowest point, or it might soar to \$2, the highest. The "market" was manipulated or controlled in the following manner: A number of tickets, with prices starting at 50 cents, and rising by 5-cent jumps to \$2, were printed. Starting exactly at ten o'clock a number was drawn, which a clerk standing beside a big clock near the counter posted as the opening price on the bargains. One price held for five minutes only, when a new ticket was drawn and posted, and so on throughout the hour.

The bargain brigade, scenting a sensation, was out in full force, and all the thrill and excitement of a real stock market in miniature was experienced by the eager crowd, as prices dropped, soared, and dropped again. There was a wild scramble when the price, early in the hour, dropped to 75 cents, and timid buyers loaded up. The market soon rallied, however, and the purchasers congratulated themselves; but when, a little later, it dropped to 65 cents, there was an onslaught which almost swept the clerks off their feet. By eleven o'clock the pile of goods was nearly all turned into cash, and the proprietor clapped himself on the back for a clever fellow.

A scheme like this can be carried out by any firm with any kind of merchandise. During the duller days of midsummer or midwinter it would help to liven up sales. It should be well advertised in advance and the scheme carefully explained so as to avoid any misunderstanding.

Baby shows can sometimes be made to produce a good increase in the departments devoted to infants' wear, but *beware of jealous mothers*.

A shoe dealer recently announced in an advertisement that he would sell silver dollars at 95 cents each. Each customer was required to furnish proper change and the store presented a busy scene. Many amusing incidents occurred. Some thought the dollars had never had a sufficiently formal introduction to Uncle Sam and hesitated about purchasing them, and after doing so would test the coin in various ways. Only one was sold to a customer.

A St. Louis clothing dealer once made the statement that:

"President Roosevelt, the Stork and we are all of one mind.

"Therefore—The first father of living twins born in St. Louis during the coming month of May of this year will be welcome to a pair of our best trousers of his own selection. The first father of living triplets born during the same month can have one of our best suits. The first father of living quadruplets born during May will be entitled to a suit and overcoat. Come early and avoid the rush."

The value of such an advertisement lies purely in the free notices the firm will receive in the papers. The chances are, of course, that not one of the offers can be accepted, because such events are rare occurrences.

There are every year several events of much local importance, such as celebrations of one kind and another. Any merchant could take advantage of this by issuing an official program.

The window can be used very often for attracting attention to the store. Some very clever ideas have been used. A good one for arousing curiosity is the smashed window idea, where a piece of timber is supposed to have been hurled through a plate glass window. The effect is produced without any damage to the glass, by gluing a portion of the

piece of wood inside the window and the remainder on the outside, and then drawing lines with soap and glue to give the appearance of cracked glass. Such a window is talked about, and commented upon; and if the right kind of window cards explaining the "accident" are used, the result is added publicity to the store.

Years ago, if a window was accidentally smashed, it was quickly boarded up and the glass replaced at the first opportunity. Now, when an accident happens, the merchant tries to make something out of it by some clever advertising scheme.

A Milwaukee dollar hat man used a new dollar bill in a window display. One night some fellow used a brick on the plate glass and got away with the dollar. Next morning the hat man put up a card which said: "The man who threw this brick is a thief, but no more so than the man who charges you \$3 for a hat we sell for \$1."

This idea was clever enough, but the sentiment expressed is open to criticism. It implies that the \$3 hat is no better than the \$1 hat he is selling, and the man who is selling the \$3 hat is a thief. Such advertising is unworthy of any first-class establishment, because it is false. Most people would recognize the lie and resent it.

A little trade scheme somewhat out of the ordinary is one recently instituted by a city store. The store decided that on a certain day of the month to be selected, cash purchases made by all patrons would be refunded. To further increase interest in the scheme the store inserted coupons in one section of their advertising in the daily newspapers, on which the public was invited to write the name and address of the most popular young woman of its acquaintance, and the five young women who received the highest number of votes cast in the contest would be selected to name the day of the month on which all cash purchases would be refunded. Each of the five women to be selected was to be rewarded with a fine silk dress pattern for their kindness in lending their efforts to the success of the scheme.

The above scheme is an enlargement upon the idea of refunding cash purchases, in that it enlists the attention and interest of those who are desirous of seeing the most popular woman of their acquaintance selected as one of the judges.

This scheme has proven so profitable with some firms that they have used it over and over again, varying the details slightly to add freshness to it.

Some merchants may think that this is an expensive thing to do, but it seldom amounts to more than a five per cent. discount on the month's sales, often less. The idea looks bigger than it is. It is like the refunding of every fifth purchase of like amount. This is a discount of twenty per cent. But to the buying public it looks far more.

Some men endeavor to attract attention to their business by making themselves remarked by their personal peculiarities. A well-known hatter in an eastern city wore, year in and year out, a bell-crowned silk hat of pronouncedly antique construction. Every one wanted to know who he

was, and his hat became a standing advertisement of his business. A furnisher always wore vests of startling construction and color effects. A famous rubber dealer was a well-known first-nighter, always occupying the most conspicuous box in the house, making offerings of the largest bouquets to the actresses, and invariably hissing when the audience applauded. Being known as a startling nuisance, his business became well known also. The public has little patience with such forms of advertisement nowadays. The motive is too apparent, and sensible men are disgusted at the lack of self-respect that leads a man to become a Merry Andrew for money.

CHAPTER XXXI.

GUESSING AND VOTING CONTESTS

SOME merchants would allow a good business to slowly dwindle down and die before they would turn their minds to a voting or guessing contest. These merchants class these innocent schemes as gambling, and without thought cast them aside. If this were the result of religious principles, it would be excusable, but it is usually because they are too deeply in the "rut" of routine that this is so.

Among the best of schemes that can be used to revive a dying business or turn a dull season into a busy one, is a voting or guessing contest. These contests awaken interest in the store holding them and might often be used to avert disaster.

The success of any scheme, whether a voting or guessing contest, depends largely upon the publicity given to it. No matter what the scheme a merchant decides to use, unless it is well advertised, it will prove a failure. People must know that the scheme exists or they will not have a chance to participate in it.

Guessing how many beans in a bottle; how many seeds in a pumpkin; how many votes will be cast in some election; when a clock or a watch will stop; how long a huge candle will burn, and others of this kind, are familiar schemes for attracting attention and trade. Guessing contests of this order are so familiar that they hardly require any explanation.

There are a great many ways of conducting these contests, however, and each way may be considered good to attain certain results. Providing a merchant merely wishes to secure a good mailing list, and incidentally to have people visit his store so that they can be shown around and made familiar with it, a guessing scheme with no other conditions than the one causing them to visit the store to make their guess on cards provided for that purpose, is necessary.

If the scheme is meant to liven up trade during a dull season, the main condition should be the purchase of some article or articles of a certain value. For this purpose the following method is perhaps the best:

THE SALT LAKE TRIBUNE, SUNDAY MORNING, OCTOBER 4, 1908.

27

509	<h1>PRIZES</h1>	509			
\$ 4 0 0 0 0	<h2>ARE YOU A CONTESTANT</h2> <p>IN THE</p> <h3>CARSTENSEN & ANSON COMPANY</h3> <h3>\$40,000.00 VOTING CONTEST?</h3> <p>If not, why don't you start today? This is the greatest voting contest ever put on in the state of Utah, and the prizes are the best ever offered in any contest. IT IS NOT TOO LATE for you to enter your name, or the name of one of your friends in this great contest. You stand just as good a show of winning one of the big prizes now as do those who started the first week of the contest. THERE ARE 509 GRAND PRIZES valued at from \$12.30 up to \$1750.00 each, and by doing a little work each day, with our assistance, you will soon have a large number of votes to your credit. Thousands of votes have been pouring in from all over the state.</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Cut this Coupon Out Today and mail it to our contest Manager</p> </div> <div style="width: 35%; border: 1px solid black; padding: 5px;"> <p>THIS NOMINATION COUPON is worth 2000 VOTES on the CARSTENSEN & ANSON COMPANY GREAT \$40,000.00 VOTING CONTEST</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 33%;"> <p>Not Good After Oct. 15</p> </td> <td style="width: 33%;"> <p>Free Nomination Coupon Only one of these coupons will be accepted and no exchange will be made for any other coupon. This coupon is good for one nomination only and is not valid unless it is filled out and mailed to the contest manager.</p> </td> <td style="width: 33%; text-align: center;"> <p>2,000 Votes</p> </td> </tr> </table> <p><small>Fill out name of nominee and address, and mail to Contest Manager, Carstensen & Anson Co., Salt Lake City, Utah.</small></p> <p><small>Timing: Coupon is good for use at the 5th prize to be given away in our contest every week.</small></p> <p><small>Prizes: Awarded to the nominee of the coupon holder.</small></p> <p><small>Admission: No admission charge for this contest.</small></p> <p><small>Responsible person to use this coupon and vote a prize.</small></p> </div> <div style="width: 30%;"> <p>You can buy new upright pianos for \$250 UP</p> </div> </div>	<p>Not Good After Oct. 15</p>	<p>Free Nomination Coupon Only one of these coupons will be accepted and no exchange will be made for any other coupon. This coupon is good for one nomination only and is not valid unless it is filled out and mailed to the contest manager.</p>	<p>2,000 Votes</p>	\$ 4 0 0 0 0
<p>Not Good After Oct. 15</p>	<p>Free Nomination Coupon Only one of these coupons will be accepted and no exchange will be made for any other coupon. This coupon is good for one nomination only and is not valid unless it is filled out and mailed to the contest manager.</p>	<p>2,000 Votes</p>			
509	<h1>PRIZES</h1>	509			

WE SELL THE PIANOS

Let us assist you in getting one of these magnificent prizes. Tell your friends about the contest. If you know of anyone thinking of buying a piano or organ, drop us a card and let us know about it. We will send our salesman out to close the deal, and remember—

YOU CAN GET THE VOTES

Every prize has been secured and will be given away on Christmas day to our customers and friends. There are no strings to this contest. Any one can enter, whether they are going to buy a piano or not. It is easy for you to win a good playing organ and mail it to us. On receipt of same, we will tell you where and how you can secure more votes.

Prices on New Pianos

Our line of new pianos and piano players includes such well known pianos as the Eversh, Hardman, Pindley, Rush & Lane, H. J. Holman, Harrington, Miller, Orchard, Victor, Bradford, Gilbert, etc., etc. We are sole agents for the well known Pindley, Piano Player and Piano Piano. You get value received when you buy from us.

We Make Terms to Suit You

New pianos on easy terms at \$250, \$275, \$300, \$350, \$375, \$400, \$450, \$500, \$550 and upwards. Piano Player Pianos at \$550 to \$1100. If you are ever going to buy a piano this is the time to do so. No much inducement will ever again be offered to piano buyers in Salt Lake.

Votes With Every Cash Sale or Payment on Account

CARSTENSEN & ANSON CO., Temple of Music

Temporary Location 75-77 West Second South Street, Salt Lake City, Utah

A number of prizes are offered to the persons making the best guesses. A coupon is issued for every purchase amounting to, let us say, 50 cents; two coupons for a \$1 purchase; three coupons for a purchase amounting to \$1.50, etc., the larger the purchase or the greater the number of purchases, the more chances of guessing the customer has. Each coupon is printed and numbered in duplicate. The customer writes his name and address and guess on one part of the coupon, detaches it and

drops it into a convenient receptacle provided for that purpose. The other coupon with a similar number upon its face is retained until the contest is over and is used for purposes of identification.

When the time limit for guessing has passed, some prominent man or a number of men are requested to act as judges and make the awards.

Guessing contests should not run, as a usual thing, for a prolonged period. Good results rarely ever attend a contest that runs so long that the first participants lose all interest in it. Some schemes of this nature have run three months and been attended with good results, but these have invariably been contests where the prizes run up into greater values than usual. A contest for an automobile could run for several months successfully. A contest for a \$5 gold piece would not run more than a month and interest be kept up in it. When prizes of small or moderate value are offered it is far better to have three contests in three months than to run one contest three months. People are apt to tire of waiting for the results to be made known and forget all about it. This, of course, is not desired, because the scheme is to keep up the interest of a great many people in the store.

When a date is set for closing a contest it should never be closed at an earlier date. Trouble is sure to follow, and many will consider that they have been cheated out of a chance to guess, even though they had never had any definite intentions of guessing at first.

Such contests as these are always productive of good lists of names which should be classified as carefully as possible and used in circularizing. These names represent persons who have bought goods at least once in the store and should produce better results from circular letters than names selected from among strangers to the store.

New forms of guessing contests are being devised every day by progressive, energetic and enterprising merchants. The best of these usually receive notice in the retailers' own papers, the trade journals of the country.

A large variety of different schemes are given in a succeeding chapter of this book. Most of them can be adapted to any business of any size, in any place.

It is always desirable that a scheme of any nature should be presented in a new character. Guessing contests have been held in almost every town and city in the Union, but the same scheme can be presented in a new dress and receive as much attention from the public as ever.

For instance, one merchant offers a prize of \$10 for the nearest guess to the number of seeds in a pumpkin displayed prominently in his window. This can be varied and improved upon by following the method of another merchant. He procured a large number of new pennies and heaped them in his window and offered them for the nearest guess made of their number.

Another merchant offered a Shetland pony to the boy or girl who guessed nearest its weight. The same contest could be varied by offering a guess as to its best time in driving from one place to another. By

varying guessing and voting schemes in this manner, new interest is added to old schemes.

A voting contest is conducted on very similar lines to the guessing contest. For instance, Brown, the shoeman, advertises that he will send the most popular school teacher on a four weeks' vacation, paying all expenses of board and railway fare. The teacher receiving the largest number of votes to be adjudged the most popular. If the teachers enter into the contest in friendly rivalry, Brown will be besieged by their friends wanting footwear. Each 50 cents on each purchase representing a vote, many will purchase higher price shoes than usual. Then there are the school children. With them working for the different teachers, it can easily be seen that Brown will have plenty of business to do. Besides the direct business to be obtained there is the constant advertising that is going on. One will say: "Why don't you go to Brown's for your shoes? I got these there and they are perfectly satisfactory in every respect." That recommendation, in its various wordings and manner of expressing it, means good advertising.

Another kind of contest is that in which the contestants have to perform something to enter the contest. Prominent among these is the ever popular "Ad-writing contest." Most people think they can write advertisements as good as, if not better than, the professionals. This is the reason ad-writing contests usually produce good results. This can be made to bring people into the store if the contest is thrown open to all (professionals barred) on condition that the advertisements are submitted upon special forms to be supplied at the store.

One of the oldest schemes of this character, and one that is always good when revived, is the word-building contest. This contest means lots of work, and the prizes should be large in proportion. Most people know what it is to enter a contest of this nature, and the rewards must be adequate or few will enter the contest. When the contest is made for school children, the age limit being about sixteen years, the prizes need not be very large to awaken considerable interest. The lists of words submitted will be shorter, and consequently the contestant will be well paid in receiving a smaller prize.

For children, a "drawing" or "writing" contest is likely to produce as much interest as anything. The number of prizes should be as great as possible, even if they have to be made of but little value. The more children who receive prizes, the better the store will be advertised in the home.

It is always advisable to have the best exhibits shown in the window. Proud fathers and mothers will then talk about the store, too, and as that is practically all such a scheme is likely to produce it is well to secure all of it one can.

A Western advertising man hit upon a good plan to have his advertisements read. He offered prizes for the largest number of his advertisements in which a certain phrase would occur. He also announced that in each advertisement it would occur at least twice. It was thus

necessary to read the advertisement through to see how many times the phrase appeared.

The contest ran for three weeks. Every subscriber of the several papers used by the merchant would read and clip each advertisement as it appeared for some one who was collecting them. During this six weeks' contest the advertising man made special offerings, that being read as they were by all readers of the papers, produced the biggest business the firm had ever known.

WARNING

GUESSING CONTESTS RULED OUT

By a recent ruling of the Post Office Department, guessing contests of a certain class have been barred from the mails. This rule embraces all contests that are dependent upon chance rather than skill. For instance, under this head would come contests for guessing the number of beans in a glass jar; guessing the majority of a candidate in an election, or the attendance at a World's Fair. While there is some judgment necessary in contests of this kind, they depend for the most part upon chance in hitting upon the exact number. In the future all matter pertaining to them will be precluded from the mails.

This does not mean by any means that the merchant may not conduct guessing contests—it only prohibits him from advertising them in newspapers or circulars that are to be sent through the mails.

The number of schemes that would not come under this ruling are legion, and any merchant can find many to fit his business that can be properly advertised in the papers. If, however, he has any doubt about the scheme violating this ruling, he should submit it to the Post Office Department and get a special ruling upon it before deciding to use it.

CHAPTER XXXII.

DRAWING CONTESTS

A PERIODICAL drawing contest will liven up the deadiest business. If it is conducted squarely and openly, there can be no fault found with it. If the prizes offered are generous and liberal, the winners will be satisfied.

The advertising value of a periodical drawing is good. Each participant in the drawing becomes an advertiser for it. And as the public must purchase goods to enter the drawing, the goods themselves are advertised.

The periodical drawing is something like an endless chain affair. The holders of winning tickets may be depended upon to talk incessantly about it. The holders of losing tickets, seeing the successful ones satisfied, are anxious to secure numbers for the next drawing. To obtain these numbers or tickets, they must make further purchases. So it goes on.

A Providence (R. I.) shoe house holds weekly drawings in which four pairs of shoes are given as prizes each week. When a sale is made the salesman asks the name and address of the purchaser, at the same time telling him—or her—to retain the sales slip, which contains a number. Numbers corresponding to these are made out and divided into four lots, viz., those for purchasers of men's, women's, boys' and girls' shoes respectively. Each of these lots is publicly placed in a box, well shaken, and a number drawn. The persons holding the four winning numbers are entitled to a prize of a well-known brand of shoe. Purchasers of men's shoes have a chance to win a pair of men's shoes; purchasers of women's shoes have a chance to draw a pair of women's shoes, etc.

This is, and has been for some time, a regular feature of this store, and has proven very successful in making the name of the particular shoe advertised better known than any other plan could have done.

This periodical drawing can be carried out in a little different way in a small town, or even in a large city, if the store is a large one. The plan used above is carried out with the exception that the winner of the prizes must be present at the drawing. When this plan is followed it creates a great deal of excitement, draws crowds to the store operating the scheme and clearly shows that the contest is open and above board.

When this latter way of drawing is conducted, the party drawing the numbers continues to draw until numbers are drawn that some one present holds.

In some communities a drawing contest might be looked upon as merely a species of gambling. When this is the case, or where the retailer thinks it might be the case, he can follow a plan modeled somewhat on the following scheme:

Let him procure a glass box that locks with a key. In this he may place whatever sum of money he desires to give away, in plain sight of all. He can then procure 500 or 1,000 keys similar to the one that locks the box, but that will not, and give one key away with each purchase. On a given date all those who have keys may try to unlock the box and the one holding the key that does takes the prize.

This scheme may be carried out in a great many ways, and the prizes may be money, a parlor suite, or anything else. There may be several keys that fit the lock and there may be a number of prizes to correspond with these keys. The first one to open the lock takes the first prize, the second one who is able to open the box takes the second prize, etc., until the prizes are all awarded.

The key scheme was worked by another firm in this way: They had a common door fitted over their safe door, and sent out three thousand

cards with keys attached. The tag read: "Five dollars in gold for \$1. Bring this key to Bien Bros.' store, open the lock in their safe and you will be entitled to \$5 in gold. The condition is that you must make a purchase before testing your key." Keys were distributed in the homes in the city, while the balance were mailed to farmers in the vicinity.

There were ten keys in the lot that would fit the lock, and as each key was tried and found to open the lock the holder was given five dollars. The condition that a purchase must be made, amounting to at least one dollar, before the key could be tried, helped the firm to make the scheme self-sustaining as well as get a lot of good advertising out of it.

Here is another method of holding a drawing contest that is so cleverly disguised that no one would actually call it a lottery scheme.

The plan is to have a numbered coupon, similar to the one that follows, in one corner of the advertising matter sent out. It is used usually in connection with a special sale or store opening.

COUPON No. 3436.

This coupon, if the number thereon corresponds with the number tagged to any of the articles to be seen in our window during the week of March 12, 1906, entitles you to that article *Free of Charge*; only one coupon received from any one person.

(Name of firm and address)

NOTICE—Sign your name and address on the lines below and bring the coupon to us on our

SPRING OPENING DAY

Thursday, March 12, 1907

On that day the numbers selected by a committee will be placed on the articles, and if your coupon bears the number on any of them, that article is yours, free of any cost.

Name.....

Street.....

Town.....

The object of this contest is to draw people to the store, and is usually successful in making many new customers.

Sensational schemes, as a rule, are not successful, and are better left alone by the retailer. There are schemes, however, of a highly sensational nature that sometimes prove winners. These are usually affairs of the moment, and must be taken advantage of at the time or not at all. If there is time enough to deliberate over and plan the thing out, from beginning to ending, there is time enough to let it alone. A country retailer hit upon an ingenious scheme to advertise his business. A circus was billed to appear in his town, and it happened that after the per-

formance was over a breakdown on the railroad delayed the company for a day. In front of the merchant's store there were a couple of dead trees that he wished removed. He saw the manager of the circus, hired two elephants, and had them driven to the store, where they were chained to the trees, which they easily uprooted—a job that two men could just as quickly have done. Result—an enormous crowd, long notices in the news columns of the county and state papers, endless discussion in every household, crowds flocking in to see the hole made by the beasts, and an event added to the town's annals that linked the merchant's name indissolubly with the community.

Compare that scheme with that of a man eating soapsuds in a druggist's window. The former was clean and legitimate, but the latter was sensational and vulgar. Both drew crowds, but only the country merchant reaped success from his scheme.

The *Chicago Journal* give us the following under the title, "Chicago Monstrosities:"

"The 'sandwich man' is being gradually crowded out of Chicago. He is too tame. People never stop nowadays to look at the signs he carries, and his place has been largely taken during the last few years by the 'character artist.' One of the first to make his appearance was a man on six-foot stilts, who stops, blows a trumpet, adjusts a tripod, and pretends to take a picture in a crowded street. As the crowd reaches a satisfactory size he draws from the camera a banner advertising a cigar."

The article goes on to describe the "wild Indian," the "Rube," and several other "curiosities" from the side show.

Perhaps the scheme that showed the worst taste was the one in which "Uncle Sam" in typical costume—high hat, dress suit, "high-water trousers" and all, in red, white and blue—carried about a dummy Spaniard, which he kicked all over the sidewalk and street. The street gamins were allowed to participate in the "licking" and right heartily did they enter into the sport. When a crowd had been attracted an advertising banner was produced. This sensational form of advertising is frowned down upon by all sensible persons, and the merchant indulging in it is very sure to lose more than he can gain.



CHAPTER XXXIII.

SCHEMES THAT HAVE BROUGHT BUSINESS

THE schemes given in this chapter have been clipped from various sources. Nearly every one of them can be adapted to any particular business. Some are such as require but little or no preparation, while others require much consideration and planning to inaugurate. All have been successfully used by live, up-to-date firms who have proved their usefulness in drawing customers to their stores. None are copyrighted, so that any merchant may use any or all of them freely if he wishes.

FREE INSURANCE POLICIES

Fortner, Bunt & Co., tailors and men's furnishers, Yonge street, Toronto, gave an accident insurance policy for \$500 with every \$10 purchase in their tailoring department. After the scheme had been running for two weeks, Mr. Fortner said that he could trace definite results to it, and he found that all his customers were interested in it, and asked for it with their purchases.

These accident policies can be procured for mere nominal figures from companies making a specialty of low premium accident insurance.

CAR FARE PAID

Johns Clothing House, Racine, Wis., recently closed out their business in that place and moved to Kenosha, Wis. They advertised that to all customers living in Racine, who would come to Kenosha to trade they would pay all expenses to and from the latter city.

This scheme of paying railway fares to customers from near-by cities and towns is a good one and should be a feature of most stores all the time.

POSTAL CARD COMPETITION

C. R. May, Hedrick, Iowa, held a postal card competition, offering a prize to the person who would write "May sells Walk-Over shoes" the greatest number of times on a common postal card. The winner wrote the sentence 940 times. He reports the competition as very successful as a mode of advertising his store and the Walk-Over shoes.

This scheme is an old one, but one always calculated to arouse much interest. Direct sales are not expected from it, but it is a good one for popularizing a store.

WORD-BUILDING CONTEST

A leading wholesale shoe firm of this country is making use of a guessing contest to advertise its products. It advertises that a pair of

shoes will be given free to one person out of every one hundred who sends in the largest list of words that can be made from the letters contained in the trademark. This form of advertising is becoming ancient, but that it is still effective is demonstrated by the hundreds of lists of names submitted daily to the shoe firm. Each prize winner is sent a coupon which entitles him to a pair of shoes at any one of the stores which handle the output of this firm. Of course, the manufacturers reimburse the shoe dealer who gives a pair of shoes for one of their coupons. The contest is well advertised in the newspapers, and it creates a demand for that make of shoe, thus helping the dealer as well as the manufacturer.

A TOPSY CONTEST

Scott & Company, Carbondale, Pa., had a contest which might be adopted by any merchant. They called it a Topsy contest, and with every purchase of 50 cents a Topsy ticket was given, which was to be filled out with the name and address and a guess at the number of pairs of Topsy hosiery which the firm would sell from July 1st to December 25th. The prize was a horse, rubber tire buggy and harness, the whole valued at \$200, and a picture of this rig was printed on the back of each ticket. Well-known gentlemen were selected as judges of the contest, and it was decided that if two or more persons made the estimate that should win the rig, it would be decided between them by mutual agreement. In order to give the guessers something to base their estimates upon, the firm added that during the corresponding period for the previous year they had sold 4254 pairs of Topsy hosiery.

A GUESSING CONTEST

De Young & Co., King street, Toronto, placed a gunpowder keg of coppers in their window with the announcement that every man who entered and left his name could guess at the number of coins. The first one to guess the correct number got the money. The barrel was silvered over, and a couple of holes in the side near the bottom, out of which the coppers flowed, showed that the barrel was an ordinary one without false bottom or other fake. The barrel remained in the window for a week, and the firm claim it was a great success.

The object of using such a scheme is to secure a good mailing list that can be used for circularizing. Schemes of this nature also help to make people acquainted with the store who otherwise would pass it by every day without notice.

PUZZLE ADVERTISEMENTS

Stewart Brothers, Pittsburgh, Pa., publish a puzzle in connection with their advertisement, and the first person sending a correct answer is given a useful prize, which differs each week.

This scheme not only popularizes the firm, but it draws attention to the firm's announcements. Advertisements containing puzzles are eagerly

looked forward to, and while many look for the advertisement for the purpose of trying to solve the puzzle, the larger portion of them will read the advertisements also and talk about them, too.

\$10,000 GIVEN AWAY

For the purpose of advertising the NEW SCALE WILLIAMS PIANO more thoroughly in Montreal and vicinity, J. A. Hurteau & Co., Limited have hit upon the following novel idea, which will prove very interesting to old and young alike, and will bring some very tempting prizes to the successful contestants.

We offer, the following puzzle, and while you are solving same, just bear in mind that there is no free place in all the world than this celebrated make.

Read Instructions Carefully:

Take the numbers 1, 2, 3, 4, 5, 6, 7, 8, and 9 and arrange them in the blank opposite, so that the total of any row (counting either up or down, diagonally or across) will always be just 16.

In order to get you started right, we have already placed three numbers (3, 5 and 1) in their spaces, leaving only six numbers more for you to arrange.

The contest is open to every family within a radius of 150 miles, but only one member of a family can compete.

For those who send in the correct as well as the CLEVEREST SOLUTIONS (which means to explain how you did it) to this puzzle before 6 p.m., Sept. 25th, 1908 there are reserved the several prizes specified below, aggregating \$10,000 in all.

4	9	4
7	5	3
1	1	7

PUZZLE BOARD.

Write your solution to the Puzzle on a separate sheet of paper, and attach to it your name, full name and address, and send it to the Judge, with no stamp or seal.

THE PRIZES

FIRST PRIZE—A beautiful \$500 New Scale Williams Piano absolutely free.

SECOND PRIZE—A \$200 Piano Bond, good towards the purchase price of any new piano in our store.

THIRD PRIZE—A \$150 Piano Bond, good towards the purchase price of any new piano in our store.

FOURTH PRIZE—Ten \$100 Piano Bonds, good towards the purchase price of any new piano in our store.

MAKING A GRAND TOTAL OF \$10,100

Remember, it costs you nothing to compete for these Prizes, only a little time and energy, and you may secure the beautiful Piano absolutely FREE.

If more than one member of a family tries to compete, or if any person sends in more than one answer, they will be disqualified and their answers thrown out.

No employee of our company will be allowed to compete. Remember, the contest closes Friday night, September 25th, 1908, at 6 P.M., and all answers must be in our store by that time.

THE JUDGE.

The judges who will make the awards will be distinguished gentlemen, whose reputations are above reproach, and the contest will be conducted on the same square principles that have built up our business to what it is to-day.

READ VERY CAREFULLY

The following coupon must be filled in very carefully, and only one member of a family can compete. If we find the questions have not been answered truthfully in this coupon, the contestant will be disqualified and their answers thrown out.

J. A. HURTEAU & CO., Ltd. 316 St. Catherine St. East.

Attached to this Coupon you will find my solution to your puzzle. I have read the conditions of same, and agree to abide by the decision of the Judges.

NAME ADDRESS
If you have an organ, upright or upright piano, give the make's name.
UPRIGHT SQUARE ORGAN
MAKER'S NAME

Every question must be answered truthfully, and only one member of a family can compete.

ADDRESS ALL ANSWERS TO PUZZLE DEPARTMENT.

J. A. HURTEAU & Co., Ltd.
316 St. Catherine St., East, Montreal

FREE Absolutely Free

Solid Gold Watch,
10 Upright Pianos,
3 Beautiful Clocks,
And other prizes:

Try and win one of these valuable prizes.

To the person sending in the nearest correct, artistic answer, will be given a **SOLID GOLD WATCH**.

To the 10 next best answers will be awarded their share of any upright piano in our store, adding up to \$150 for \$50.00, which can be paid for cash or easy payments.

To the next three best answers will be awarded Gold Plated Clocks and credit certificates for \$25.00 to apply on purchase of Pianos.

To all other correct answers Book of Old Songs, words and music, will be given.

Make 15 Pairs

6	4	2
2	5	8
7	1	4

Take any number from 1 to 9 inclusive and place in the nine squares on this or a separate sheet of paper, so that when it is figured horizontally, diagonally or vertically it will make 15. The same number cannot be used more than twice. Count close November 15th and must be delivered or mailed to us not later than that date. Winners will be notified by mail.

Send your answer on this or a separate sheet of paper.

FREE READ THIS LIST OF PRIZES
For the 10 nearest correct answers to
CIRCLE PUZZLE
Fancy Gold Clock,
Furniture, Wash,
Chair, Piano,
Cup, Out Buttons,
Bible, etc.

Every person sending in correct solution will be entitled to share in a grand distribution of cash value prizes amounting to \$1750.

TRY THIS 4X4 IS CIRCLE PUZZLE

Take any number from 1 to 9 inclusive and place in the eight circles on this or a separate sheet of paper, so that when it is figured horizontally, diagonally or vertically it will make 15. The same number cannot be used more than twice. Count close November 15th and must be delivered or mailed to us not later than that date. Winners will be notified by mail.

Send your answer on this or a separate sheet of paper.

STORY & CLARK PIANO CO.
12 SOUTH HIGH STREET, COLUMBUS, OHIO.

FREE Read This List of PRIZES

For the 10 nearest correct answers to

ROUND THE RING PUZZLE

- 1—Ladies' Engraved Watch.
- 2—Furniture, Wash.
- 3—Ladies' Locket and Chain.
- 4—Furniture, Wash.
- 5—Furniture, Wash.
- 6—Furniture, Wash.
- 7—One "Album."
- 8—Furniture, Wash.
- 9—Furniture, Wash.
- 10—Ladies' Locket and Chain.
- 11—Ladies' Locket and Chain.
- 12—Ladies' Locket and Chain.
- 13—Ladies' Locket and Chain.
- 14—Ladies' Locket and Chain.
- 15—Ladies' Locket and Chain.

Every person sending in correct solution will be entitled to share in a grand distribution of cash value prizes amounting to \$1750.

TRY THIS



Use only the numbers 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15. All of these numbers can be used twice and three of them can be used only three times. Can you arrange the numbers in the 15 rings so the total will make 15?

All answers must be in our hands by Sept. 15th, 1908.

Winners will be notified by mail.

Send your answer on this or a separate sheet of paper.

A PIANO DEALER'S SCHEME

Here is a good scheme of a piano dealer. He advertises that he wants everybody in the city or country to find the number on their old piano or organ, and send it in with name and address. On a certain date the number of a new piano will be uncovered, and the person holding the old instrument whose number comes nearest to the number of this new piano takes the new one in exchange for the old one. There is no money payment required. The idea is to advertise the new make of

piano, and at the same time to get the name and address of possessors of undesirable instruments, with a view to making a trade with them later.

PUMPKINS AND PUMPKIN PIES

A. Appel & Company, Rockford, Ill., held a pumpkin seed contest. They offered cash prizes for the six largest pumpkins, and one prize for the ugliest pumpkin. A very large number of pumpkins were sent in, weighing from 50 to 116 pounds each. Every exhibitor was given free a ticket entitling him to a dinner. After the pumpkins had been weighed and prizes awarded, a guessing contest was started, the prizes being shoes



We have distanced all former efforts in making our store a veritable "fairyland" of good things

at \$3.50, \$2.50 and \$2 a pair, to the ones who guessed the nearest to the correct number of seeds in the biggest pumpkin. Two weeks later a pumpkin pie contest was held, offering prizes to servants or cook maids of the city, prizes being given for the best pies. Each pie received at the store was purchased by the concern at 10 cents. There were thirteen cash prizes awarded in this contest, and the next day there was a free distribution of the pies to the newsboys of the city. The scheme was a most successful one, and resulted in a large amount of good advertising for the firm.

FREE PHOTOGRAPHS

Here is another good idea: The Brooks Clothing Company, Simcoe, Ont., announce that they will give a cabinet photo of himself to every boy who buys a suit of clothes from them, the photo to be taken showing the boy with his new clothes on.

Arrangements were made with a photographer who agreed to take these photos at a merely nominal figure. The scheme advertised the photographer's studio as well as the clothier and at the same time brought him in handsome returns, for nearly every one wanted more than the one photograph and usually ordered a dozen at the regular rates.

A GOOD SCHEME

A firm recently celebrated their thirtieth anniversary in a royal manner. In their newspaper advertisements they announced that they would give away in presents to their patrons during the next thirty days, "a safe full of money," in sums ranging from \$1 to \$50. Money galore—crisp new bills fresh from the treasury—was alluringly displayed on small stands in their windows, together with long envelopes printed as follows:

"OUR BIRTHDAY GIFT

"This envelope contains money. We tender you this gift cheerfully, to show our appreciation of your patronage and support in helping us to grow from a small store to the largest exclusive clothing establishment in the State."

Every purchaser of a suit or overcoat at this store during the time specified was given one of these envelopes, sealed and picked at random from the heap. He experienced the thrill of the gamester as to whether the prize he drew would prove to be an I or an L, as the size of the prize was in no way dependent on the price of the garment. Each \$500 given away was divided as follows: One \$50 bill, three \$20 bills, four \$10 bills, ten \$5 bills, fifty \$2 bills, two hundred \$1 bills. It was announced that \$15,000 in all would be distributed in this manner. Talk as you like, there is nothing that has the pulling power of money. It transcends everything else as a window attraction, and there is small doubt but what this scheme brought grist to the mill.

A PAIR OF SHOES GIVEN AWAY EVERY MONDAY

E. Kepler, Peoria, Ill., gives away a pair of shoes every Monday morning. Everybody, whether a customer or not, is invited to call at the store and receive a number; and the holder of the right number gets the shoes when the drawing is made.

CRISP ONE DOLLAR BILLS TO CUSTOMERS

The Davis-Alderson Company, Bristol, Tenn., give to each customer for each fifty cents paid on account, or for a cash purchase, one numbered ticket, keeping the coupon, which bears the same number in duplicate. On a certain day, a disinterested party will draw out one of the retained coupons, and the holder of the ticket having the corresponding number will get ten crisp one dollar bills.

SOUVENIRS AT SPECIAL HOURS

A department store in Los Angeles gave away souvenirs between eight and nine-thirty each day in the last week of February. The souvenirs were given each day, and special sales were held at the same hour.

This is a good idea for drawing crowds in the morning, thus relieving the congestion of customers in the afternoon.

HOW TO WASH A SHIRT

Attached to every shirt sold by one firm are instructions for washing the garment. The instructions run as follows: "To prevent this shirt from shrinking and to keep the colors bright, wash in warm water, don't boil, hang from shoulders and dry rapidly. Rinse the soap out thoroughly." Information of so useful a nature ought to be appreciated by buyers, and we trust is duly respected by the washerwoman.

The dry goods merchants could easily use a little booklet telling how each class of goods should be washed. Such information would be treasured and the advertisement lasting.

EVERY TWENTIETH PURCHASE FREE

Eben S. Baird & Company, Columbus, Ohio, advertised to give away every twentieth purchase. This looks more than it really is. Take your day's sales and figure out just what it would have been. The twentieth sale might have been five cents or it might have been \$50. But more likely it would have been an amount that would about equal that of the average sale you made.

TEN DOLLARS FOR A NAME

Gabell & Company, Altoona, Pa., offer a \$10 prize for the best name for their special \$3.50 shoes for men. The contest is open to all, whether patrons of the store or not.

This is an old but ever interesting scheme that usually brings forth many responses.

FEEDS HIS CLERKS

The value of good salesmen in contributing to the success of any business cannot be overestimated, and the plan adopted by one firm to increase the efficiency of their clerks is intended to strike right at the root of the matter. Once every year a supper is provided by the firm at one of the leading hotels, to which all their salesmen are invited. After dinner, speeches and toasts are in order, and then the balance of the evening is devoted to a talk by some business building expert on the principles and art of salesmanship. At its close, the clerks are invited to freely ask questions, and offer suggestions or criticisms. Good salesmen, doubtless, like poets, to a certain extent are born, not made; yet the best as well as the poorest cannot fail to profit by the suggestions offered. The management of the company is so impressed with the importance of training its clerks along the lines suggested by one business expert that they have arranged for fifty of their employees to make a special study of the principles of scientific salesmanship under his guidance.

AN AUCTION SALE IDEA

This novel idea was made use of by a firm to get customers interested in their custom department. They displayed in one window a line of fall suitings, about half-a-dozen desirable patterns being shown, with

the price per suit, the patterns being marked "Style A," "Style B," etc. They then announced an auction sale on these goods in this fashion. Any one who wished might put in a bid, for any amount he desired, for a suit from any one of the patterns shown. These bids were to be deposited in a box in the store, which was to be opened on a certain date, when the highest bidder on each pattern shown would be given a suit, made to his measure from the pattern designated, for the price stated in his bid. But one bid was allowed to one person, but a cordial invitation was extended to all to step inside and examine the different goods before putting in a bid, and to find out the full particulars of the scheme. The thing was well advertised, and one of the best clerks in the establishment was detailed to explain matters and show the goods. The full pulling power of the scheme as an advertisement lay in this. It drew new people into the store to look at the goods, when the clerk in attendance always adroitly managed, before the caller departed, to so cleverly demonstrate the superior fit, workmanship and quality of his firm's clothing that the casual visitor, in many cases, became a customer.

THEATER TICKETS FREE

"Our tenth birthday. Two theater tickets to every tenth customer at our store today. No matter whether your purchase is large or small, if you happen to be tenth purchaser, you will be given two tickets free for the Saturday evening performance at the Empire Theater. If you happen to be the hundredth customer, you will be given one of our splendid \$20 suits free. Come in and try your luck." This was the way in which one merchant celebrated his tenth anniversary.

MUTILATED COINS

A Missouri grocer took three new silver coins—a dime, a quarter and a half dollar—and stamped his initials on each one. He then put these in circulation through separate channels. After a week he took liberal space in the daily papers and advertised to give ten dollars in gold for the return of each one of the coins. The consequence was that he had everybody for miles around examining their money. He claimed that every time a man, woman or child in his territory came into possession of coins of this denomination they at once looked for the initials, and while doing so unconsciously thought of his store. The rather strange part of it is that although this offer has been made for nearly a year, not one of the coins has been returned.

ENCOURAGING SPORTS

A. L. Johnson & Co., Leeds, N. D., during the fair recently held at that place, offered a pair of \$5.00 shoes to the baseball player making the first score in a game played on the local grounds.

PUZZLE ADVERTISEMENTS

Stuart Brothers, furniture dealers, Columbus, Ohio, printed an advertisement in which the name of the firm appeared in a very large

number of styles of type, and in a mixed-up condition, which closely resembled what printers call "pi." They offered a prize to the person who would first present at the store this advertisement, cut from the paper, with the correct number of times in which the name was printed in the advertisement. More than 1,300 contestants took part. Another puzzle for which they offered a prize received a total of nearly 1,500 answers, each brought to the store personally by a contestant. This is certainly an effective way of bringing people to the store, and the firm found that it stimulated buying.

AMATEUR CARTOONS

Mr. McKee, who runs a cash store at Phoenix, Ariz., is giving prizes for the best cartoons illustrating the advantages of trading at his store. These cartoons are being published in the local newspapers.

A credit store could also use this idea to advantage, the cartoons to be in favor of the credit plan.

A SNOW MAN

In a Canadian town, a live merchant took advantage of a heavy fall of snow to advertise his winter overcoats. He hired a number of small boys to construct a mammoth snow man in front of his establishment. A careful sponging over with water glazed the surface and the image soon became hardened and lasted for a long time. A fur cap was perched on the head, while the outstretched hand held a big placard, reading, "If you want to keep from freezing, better invest in one of Blank & Co.'s splendid winter ulsters or overcoats." The image was eloquent, with the awful meaning of the fate likely to befall those who failed to safeguard themselves as suggested.

AN APPROPRIATE SIGN

One large store has added a unique sign this fall. Big wooden letters, formed apparently of scantling and stained a dark color to give them a rustic appearance, extend clear across the front of the store, just above the first story, forming the word "Overcoats." Each letter is about three feet in length. Dashes of white cement on the tops and angles of the letters give the illusion of a recent snowstorm, and the whole thing is striking and appropriate.

A CURE FOR COLDS

In one city a man was posted on each of several busy thoroughfares one cold Saturday evening late last autumn, with a satchel filled with little wooden boxes, like those used as receptacles for pills, labeled, "The greatest thing on earth for the prevention of coughs and colds." These boxes were distributed gratuitously to every male passer-by. On opening, instead of the tablets the recipient naturally expected to find, a small circular was disclosed, extolling the merits of the winter ulsters and overcoats sold by a local clothing firm.

HOW MANY SEEDS IN THE PUMPKIN?

George A. Wilson, "The Live Shoeman," La Salle, Ill., held a guessing contest. A pumpkin was displayed in the window, and the contest opened September 26th, and closed October 7th—the day of the agricultural fair. Every one was invited to register a free guess as to the number of seeds in the pumpkin. The three nearest correct guesses won prizes. The seeds were counted in public on the last day of the contest. The first prize was a handsome drop-head sewing machine, the second a pair of Queen Quality shoes, and the third a pair of Wilson Special shoes.

A GUIDE MAP

On the back of their stationery, and in their fall announcements, one firm has printed a map of that section of the city in which their store is located, showing the streets and location of neighboring hotels, banks, churches and other large business houses. An illustration of their own store marks its site, and underneath is printed, "Here we are, ready for business." Around the border in red ink are such phrases as the following: "Service Prompt," "Prices Low," "Pleased Customers," "Distinctive Styles," "Is not This Worth Looking Into?" "Note Our Location and Join the Procession."

This is an excellent idea and should be valuable advertising. It is not every one who is bold enough to stop a "copper" and ask him the directions to some store.

A FOOTBALL FOLDER

In a locality where enthusiasm over football runs high, a firm of clothiers made very effective use of this fact in their advertising. They issued a folder, the outside pages of which contained their advertisements, while the inside was devoted to a burlesque account of a football match between Blank Brothers—their own firm—and the "Waybacks." The players on the Blank Brothers' team were given as "Wearwell," "Fitwell," "Quality," "Up-to-date," "Style," etc.; those of the "Waybacks" as "Shoddy," "Misfit," "Half-cotton," etc. The report of the game showed that the "Waybacks" were badly beaten, while the success of the Blank Brothers was mainly due to "Fitwell," right tackle; "Style," left tackle, and "Quality," center.

This scheme will add customers to a store's list in a village community, but is not calculated to appeal to a cultured audience.

BACHELORS' COMFORT BAGS

At the beginning of the vacation season a clothing firm got out for distribution what they called "Bachelor's Comfort Bags." The bags were tough manila envelopes bearing their name, and containing a few needles, a small packet of thread and some shirt, collar and trousers' buttons. A slip was also enclosed in each, descriptive of their specialties in summer clothing.

WILL YOUR NAME FIT?

Frequently the name of a firm is such as to lend itself happily to "catchy" advertising. Thus a merchant named Bell has all his window placards in the shape of bells, artistic in color and design. At Christmas and Easter timely windows were shown with a number of violet and white tissue paper bells suspended overhead, and a group of children, gowned as choir boys, ringing these with violet and white silken cords. Buck Bros. issue a store paper which they have wittily named *Buck's Shot*. A Mr. Hart uses heart-shaped cards of red celluloid, with a placard headed "Hart to heart talks," and has for free distribution a number of little heart-shaped cards of red celluloid, with a pocket inside containing court plaster, and the inscription, "I heal all wounds save those of love." These little souvenirs are much sought after by young men patrons. As a rather remarkable instance of this kind, a merchant whose Christian name is Otto C. makes use of it as a sort of catch phrase, thus: "You Otto C. Blank's new line of spring suits before buying elsewhere." [See Bell-Dana Co. advertisement, page 61.]

PRIZE PACKAGES

H. L. Bendel, the leading clothier of Huntington, Ind., gave a unique sale sometime ago, that for genuine crowd-drawing eclipsed all previous efforts of this kind ever attempted by him. As a rule the month of July in the clothing business is the dulllest month of the whole year, and to enliven business for a couple of days, Mr. Bendel conceived the idea of giving to each person who would purchase goods to the amount of 25c or more on either of these two special sales days a sealed box containing a prize. He had 1,000 boxes made, and put a prize in each box, guaranteeing that each prize would be worth not less than 25c and from that to 50c, \$1, \$2 and as high as \$5, in merchandise useful for men's and boys' wear.

Each box had a label or wrapper pasted over the same, upon which was printed "This prize will not be exchanged." The prizes consisted of articles that were sold in the store, such as neckties, suspenders, hosiery, hose supporters, handkerchiefs, cuff buttons, etc., and for the larger articles a ticket was placed in the box, calling for a hat worth \$1, a suit of underwear worth \$2, boy's suit worth \$3, pair of pants worth \$5, etc.

ADVERTISING A BOOK

Herbert S. Stone & Company, publishers, of Chicago, used a very original method of advertising a book named "Brewster's Millions." For several days, an advertisement appeared in a Los Angeles, Cal., paper, reading: "Watch for the man with the hundred dollar bill." This was finally supplemented by an announcement that on a certain day, between 10 and 12 o'clock, a representative of the Hamburger Department Store in that city would be on a certain street, and would give a genuine one hundred dollar bill to the first man, woman or child who asked him the

question: "Are you the man with the hundred dollar bill?" The only condition was that the person who asked the question must have in plain sight at the time a copy of the book, "Brewster's Millions."

A MAGAZINE FREE FOR ONE YEAR

C. P. Radford, Boonville, Ark., advertised that to every person purchasing \$5.00 worth of goods during a special sale which he conducted recently, he would give a year's subscription free to a well-known fashion magazine. In addition to this, one pattern would also be given free.

THE MOST POPULAR GIRL

Alexander Fraser, Oldtown, Me., recently gave away three life-sized imported dolls to three little girls who had received the highest number of votes from his customers. A vote was allowed with each ten-cent purchase made in his store within a period of two months. The number of contestants was something over fifty, and during the time the contest ran there was considerable interest displayed throughout the community in which he does business. He found the plan increased his sales, and brought many new customers. He also gave away for a period of six months a gold ring free to every baby under one year old which was brought into his store.

TESTING PULLING POWERS OF NEWSPAPERS

With a view to testing the powers of a Toronto evening paper as an advertising medium, D. C. Lohead, a Young Street tailor, recently adopted the plan of inserting at the bottom of his advertisement the words, "Cut this out and bring it with you and save five per cent."

MIND READING

Pinto Brothers, men's furnishers, Broadway, New York, recently originated a little scheme that has given them a great deal of good advertising. It is said that the scheme comes from the fertile brain of Mr. Joseph Pinto, one of the members of the firm.

Mr. Pinto is supposed to have an expert mind-reader in his employ, a young woman, by the way, to whom the will power, or mental capacity of the inquirer is of no consequence. Even distance imposes no handicap. He who holds the clue to the enigma may wager with absolute confidence that the seemingly impossible may be accomplished almost immediately by the Miss at the other end of the wire. Any one with a drop of sporting blood in his veins will show a willingness, if not an eagerness, to test her ability.

The man who is prepared to subject his mental power to the strain is requested to choose a playing card. We will assume that he selected the ace of hearts. He is informed that he must not reveal his identity, but call Pinto Brothers on the phone. When he has the connection he is

told to ask for Miss Brown, and inform her that he is thinking of a card. A feminine voice is heard shortly, and Miss Brown is prompt with the reply:

"You are thinking of the ace of hearts, are you not?"

The inquirer will hang up the receiver with an expression of mingled delight and bewilderment on his countenance.

The person who proposes the test is actually an accomplice of the young woman at Pinto's. While his friend is calling central and awaiting

	Hearts	Diamonds	Spades	Clubs
1	Brown	Collins	Adams	Keenan
2	Burns	Cummings	Anderson	Kellar
3	Baker	Clark	Alcott	King
4	Bates	Cleary	Alexander	Kennedy
5	Browning	Clayton	Allen	Kerr
6	Bright	Clements	Allison	Kessler
7	Briggs	Clifford	Andrews	Keyser
8	Brooks	Crocker	Armstrong	Kingman
9	Bock	Coleman	Arnold	Kilpatrick
10	Becker	Carrigan	Armond	Kirkman
Jack	Bennett	Cook	Ayers	Knox
Queen	Bender	Connor	Atkinson	Knight
King	Bell	Connelly	Ashton	Kline
Joker	Smith			

the connection, he casts a hurried glance at a card which contains the table here presented. Not having divulged the name of the young woman, he at once gives the one corresponding with the card chosen—Brown for the ace of hearts, and so on.

From the day of its introduction the device has brought a constantly increasing number of inquiries, until the 'phone bell is working the day long. As most calls mean another man learning of the shop, the value of the trick from an advertising standpoint is apparent. The idea has been snapped up by haberdashers in other boroughs of the metropolis and in other cities, with equally good results.

Naturally most people have no suspicions. The few who do and require a second trial may be further perplexed by the news that another young woman in the place is endowed with the same strange gift, and when another card is selected the proper name is given.

SMALL DOSES

A Boston druggist announces that he will open bottles and sell any amount of a patent medicine, from two ounces up. He is a cutter from Cuttersville, as his latest move shows. Not content with cutting prices, he now offers to cut the bottle in two.

Such a scheme is bad. To cut the prices on standard remedies is bad enough, but to open the bottle and sell a portion of it is worse. The idea is too mean and small for any self-respecting druggist to use and is offered here as an object lesson, showing what not to do. It has no merit whatever.

DOLLARS WORTH \$1.05

An enterprising merchant is distributing broadcast small round labels, the exact size of a silver dollar, and, besides their advertisement, printed on it is this novel and sometimes interesting information: "Paste this sticker on one side of a dollar, and it will be received at our store for \$1.05 in goods."

This is not a bad way to offer a five per cent. discount and should result in bringing new customers to the store making the offer.

A SCRAMBLE FOR LIVE PIGEONS

A sensational scheme sometimes adds business and often brings much notoriety if not real advertising to a store. The Davis & Walters Company, Waterloo, Iowa, made use of a novel scheme which is explained in the following newspaper item:

This progressive firm is not content to do as others do, but continually "do things different." In talking to a representative of the *Reporter* this morning, they gave it out that at 4:00 o'clock Thursday, February 18th, they will let go from the second story of their big store on Commercial Street, twelve live pigeons. Each bird will carry a card securely tied to it, on which will be written the name of some article of merchandise.

The card will be large enough to impede the speed of the bird and it will come to the street below, and the person securing the bird and card will be given absolutely free the article marked thereon. There's no other condition, so we take it for granted that all are invited to be on Commercial Street, Thursday afternoon at 4:00 o'clock, to see and participate in catching these live pigeons.

A SENSATIONAL ADVERTISING SCHEME

During the progress of the twenty-mile Marathon run, which started at Evanston, Ill., and ended at the Washington Park race track, Chicago, the Imperial Shirt & Hat Company, proprietors of six Chicago stores, perpetrated one of the cleverest advertising schemes of the season. During the latter part of Saturday afternoon expectant crowds lined the streets over which the Marathon runners were to go. At Washington Park, twenty thousand people had assembled to witness the finish of the race. About ten minutes before the first runner in the road race made his appearance at the north end of the city, a man clad in the regulation running costume started at the north end of Lincoln Park. On the front of his athletic shirt was a large letter "I" and on his back was pinned a banner, reading: "Ahead of Them All. Imperial Shirt & Hat Company." He raced down through the cheering crowds in Lincoln Park, across the river and down Michigan Avenue. Out at Twelfth Street, two of the officials of the Imperial Shirt & Hat Company, who had followed the runner in a carriage, picked him up and drove with him almost to the entrance of Washington Park, where he got out of the rig and, running, followed the course of the race into the grounds. The crowds in the grand stand burst into cheers as they saw what they supposed was the winner of the long run. As he approached down the track they could not see the banner pinned to his back. The leader of the band, noticing the "I" on the runner's breast, took him to be the representative of the Illinois Athletic Club and the band struck up "My Illinois," while the 20,000 people cheered. After the runner passed the grandstand, and the officials of the race were able to see the sign pinned to his back, he was chased from the track, but he had accomplished his purpose. For the rest of the afternoon and until the last tired runner was in, the Imperial Shirt & Hat Company and their clever hoax were the main subjects of conversation in Washington Park.

AN OLD SCHEME REVISED

The accompanying advertisement explains itself. It is a new variation of an old scheme that has been used a good deal but still seems popular. The usual way of determining the free day in sales of this kind has been to write numbers from one to thirty upon cards and seal them up in envelopes. Then one of the thirty envelopes is selected and locked up in a safe. The remaining ones are burned, so of course no one knows what the number is that has been chosen. Under that system the free day might fall upon Saturday or some other day when the sales would be unusually large. By using the plan explained in this advertisement, the free day must be one on which the sales were about normal.

The idea of restricting the purchase price to be refunded to sales amounting to \$2 or more is good because it is an incentive to larger purchases. It also reduces the amount to be refunded materially and at the same time does not detract from the idea one iota.

ONE FREE DAY

In The Great 43 Days' Sale.

One day's sales to our customers.
The great 43 days' sale began Saturday, August 20 and will end October 8.

Trade with us. You may get a bill of goods free if your purchase was made on the free day, which will be named at the end of the 43 days. You will then be entitled to that amount of goods over again, of anything in the store.

The free day will be arrived at by taking the total sales of the 43 days and dividing that amount by the number of days, 43, and the day's sales nearest to this amount will be given free to our customers who have purchased goods to the amount of \$2 or more. Be sure to keep your sale ticket. We give you the duplicate sale ticket, the original is kept on file at the store. The 43 days' sale ends October 8. Remember you have one chance in 43 of getting a bill of Goods free.

Remember we Make Closing Out Prices on Everything.

L. L. LOSTUTTER

Iroquois, South Dakota.

Hugo L. Schultz, Manager.

FREE STREET CARS

Blass' Department Store in Little Rock, Ark., conducted a big sale during which it chartered a number of street cars and put big banners on them, announcing free transportation to and from the sale. The cars ran over their regular routes in the same manner as usual except that no fares were collected.

AN OLD SCHEME IN A NEW DRESS

A new variation of the old bean-guessing contest is reported from New York State. A merchant there, who is in the habit of giving away each year some substantial prize, recently introduced it.

He took an ordinary boy's display form about three feet high and had it filled with pins. All over the body from neck to feet at every conceivable angle the pins were inserted until the form wore a veritable coat of armor. The whole was surmounted with a cap, also thickly studded. The form was then placed on a revolving platform in the window, which was kept turning very slowly so that a view could be had of every part, showing exactly how the pins were placed. The form remained in the window for three months, at the end of which time the pins were counted. During the allotted time, each customer who made a twenty-five cent purchase was allowed one guess, and to the one who came nearest to the exact number the prize was awarded.

The storekeeper in question gave an automobile. He is a firm believer, so he announces, in giving away objects of good value. On one occasion he presented a pony and cart, again a piano, and on a third occasion a cottage organ. He found that the automobile contest created a great deal of attention and materially increased his sales. For the average dealer such a prize might prove entirely too expensive, and if he fancied the contest, something more in keeping with the business that he did each year and the class of trade that he handled might be selected.

A WALKING CAKE

The Barrett Hardware Co., Joliet, Ill., should have had an immense crowd of curious women to see this famous walking cake and the range that will bake it.

Tomorrow is the Day

—OF THE—

Famous Walking Cake



Don't miss this Wonderful Exhibition

The Majestic

Walking Cake will be baked in a Majestic Range Air-tight Oven in the morning. In the afternoon, about 2:30, twenty-five ladies will stand on two 12-foot planks placed on the cake, and crush it flat. In five minutes it will rise to its natural height, when it will be cut and served to all present.

Come in any day this week and have a cup of coffee and a biscuit free.

Barrett Hardware Co.

EARLY BUYERS' INDUCEMENT



To induce you to place your Fall order for Suit or Overcoat now, I shall give this week

Free!

A

\$5.00

Raincoat or Dress Suit Case

To every purchaser of Fall Suit or Overcoat. I INVITE YOUR INSPECTION.

Don't buy unless you get at least \$5.00 under any other clothier or tailor in price.

FALL 1911 SUIT OR OVERCOAT TO ORDER

\$12.50

Summer Ends **\$9.75**
Clean Up . . .

"Tom" Wilson, 333 River St.,
Troy, N. Y.



One of These Beautiful
Decorated China Plaques

FREE--FREE

With 1 Pound of
**Grand Union
Baking Powder**

Your choice of Apples or Pears "designs," both artistically produced in their natural colors. These plaques are a beautiful ornament, as well as very useful.

**GRAND UNION
TEA CO.**

610 Kansas Avenue
BOTH PHONES

EMBROIDERY LESSONS FREE

William Oswald & Co., who conduct the Boston Store at Lawrence, Mass., recently conducted a series of free embroidery lessons in their store, which were well patronized by their women customers. The plan, besides drawing attention to the store in a general manner during the entire time, gave the firm an opportunity to make a special sale of embroidery goods, which was very successful. Such a plan is not very difficult to put into operation in any store. There is hardly a town which does not boast of some good local talent in the art of embroidering, and a competent person can easily be engaged to give instruction for a few weeks. An art embroidery department is a needful branch of the business for any department store, and can easily be the means of attracting women who will patronize other counters.

A SENSATIONAL SCHEME

The following sensational scheme was employed by a Western firm, who announced a great sale of clothing:

One of the members of the firm appealed to the courts for an injunction restraining his partner from making such ruinous prices. When enough free advertising had been obtained, the suit was withdrawn and the "ruinous price" sale continued. It was a good thing for that sale, but it is doubtful whether such schemes are advisable if a permanent benefit is desired.

A HOLIDAY SUGGESTION

Small sprigs of holly, with a few bright berries are not expensive and it would seem that some stores of certain kinds—candy stores, book stores, fancy goods stores, etc.—might profitably adopt the idea of tucking such a sprig under the wrapping-cord of each package during holiday week.

INSURANCE AS ADVERTISING

An English publication tells about a novel plan of advertising which is proving a great success for a firm of tea merchants. To every married woman who sends to them a satisfactory certificate of her husband's health and buys a half pound of their Pension tea weekly, to the time of her husband's death, should it occur after five weeks from the time of her filing the certificate, they will pay a pension of ten shillings (\$2.50) weekly as long as she lives or until she marries again. The weekly purchase of a quarter pound of tea insures a pension of five shillings a week. The firm is said to be doing a large business through over 3,000 agencies in Great Britain and Ireland, with 2,000 widows in regular receipt of this tea pension, which amounts to nearly £40,000 a year. That the widows should continue to purchase tea of the firm while receiving their pension does not appear to be made a condition.

With a large and increasing business, there is no doubt of the present ability of these dealers to fulfill their contracts with their customers. How long they can continue to do so as the husbands grow older and the death rate increases is a matter which depends upon the accuracy of their actual calculations and their profit on tea. But as the women presumably get the worth of their money in the tea, their loss in the event of the failure of the firm would not be one of money paid solely as a premium.

This matter of furnishing insurance as a premium in business is not given the attention it deserves in this country. It has frequently been tried by magazines and newspapers, but has been used but little by men of business. There is a company which furnishes an accident policy for \$1,000 and it only costs \$1 a year. Of this the agent gets probably 40 per cent. Possibly he gets half. A business man could use this policy as a premium with a purchase of \$5 or over. A bicycle dealer, a seller of buggies, or of farm machinery, clothing, tailoring, in fact almost any business man could use this accident insurance to advantage. This is only accident insurance, but the giving of it would prove a good advertisement, and if any of the holders of the policies were injured it would be a great thing for the merchant.

ATTRACT THE DANCERS

A shoe dealer presented the dancing master of his town with a handsome pair of dancing pumps for the privilege of placing in the Academy a small show case containing specimens of footwear suitable for such pastime. The styles were changed frequently and the case paid expenses many times over.

A NOVEL CONTEST

This idea could be used by a business man as well as it is being used by the originator. An Ohio land company devised a new scheme for selling town lots. Each purchaser was given a carrier pigeon with registered number. The buyer got a coupon which corresponded with the number on the pigeon's neck. The birds were all taken care of by the land company in a big pigeon house. When one hundred lots were disposed of, the one hundred birds were taken to a neighboring town and all liberated at once. The first one to arrive at the home cote won for its owner a free house and lot valued at \$3,000. The company expects to have ten flights of birds, each flight to take place as soon as the one hundred lots are sold. A committee of lot holders sees that the contest is fair in every way.

A BUSINESS STORY

A young business man recently married received what seemed to be a returned manuscript of a story. It was a well-told tale, entitled, "The Story of a Young Housekeeper." The neat type-written pages were

easily read and the young man's wife was much interested in reading it. Toward the end it told about the advantage of buying household goods from the firm that sent it out.

BARGAIN POSTAL CARDS

Jos. Higgins, Lerado, Ohio, is sending out a postal card on which he prints a number of bargains and which he mails to a list of names each month. The first of this series is dated July 1st, and contains a lot of special summer values. It is an excellent idea, and though the ordinary government postal card rather limits the possibility, Mr. Higgins certainly has a chance to grow in his advertising and no doubt will soon be using larger mailing cards.

A MISSING LETTER CONTEST

The following advertisement, or one similar to it appearing in the newspapers would attract considerable attention from the mystery that would surround it. Most every one would try to solve it, and as it should be made easily solvable, would usually be able to do so.

—O—N S—I—H S— — —S T— — P—R—S— G— —C— —I— —O— —A— —H
<hr style="border: none; border-top: 3px double #000;"/> <p>A fine present to the first person who fills out these spaces.</p> <p style="text-align: right;"><i>A New York Merchant.</i></p>

When the advertisement is filled out properly it will read, "John Smith sells the purest groceries on earth."

In case the advertisement proves too hard to solve, more letters can be added until it is made easier. The proof of the difficulty in solving it will be proved easily by the number of the coupons presented for redemption at the store.

AN EASY SCHEME TO WORK

First, procure photographs of ten of the most prominent men in the place. Have these grouped together and reproduced with masks hiding the greater part of the faces.

Offer prizes for correct lists containing the names of the men.

If this proves at all difficult the scheme can be carried further giving slight biographical sketches, one at a time, of the men in the group. Care should be taken, however, in doing this that enough is left unsaid to still keep the public guessing.

TESTING NEWSPAPER ADVERTISING

This is "Brother Hagan's" idea of testing the "pulling qualities" of the Boston papers in which he advertises:

A TEST CASE

I want to know which of the Boston papers show the best results as advertising mediums.

I also want to close out every pair of "Oblast" Oxfords I have on hand. To accomplish both purposes I make you this offer.

Present this "ad." at time of purchase.

IT IS WORTH \$2.00 ON EVERY SALE OF OUR \$5.00 GRADE "OBLAST" OXFORDS, AND \$1.00 ON EVERY SALE OF OUR \$3.50 GRADE "OBLAST" OXFORDS.

This makes the \$5.00 grade cost you \$3.00 and the \$3.50 grade cost you \$2.50.

GOOD ONLY FOR FOUR DAYS, AUG. 19 to AUG. 23.

Brother Hagan
The "Oblast" Shoeman
Hagan's Corner—Wash. & Boylston Sts.
BOSTON

SOUVENIR POSTAL CARDS

Brill Bros., New York City, sent to each name on their mailing list, a pictorial postal card, dated at Paris, containing the following statement: "Greetings from a member of Brill Brothers, who is now abroad in search of new styles and ideas for men's wear."

A PHONOGRAPH IDEA

A cigar dealer had a phonograph so attached to his cigar cutter that whenever it was used it would be set going. The first intimation of its connection with the cutter was made known by a bugle call which was followed by the words, "My friend, smoke the Owl cigar, only five cents." This attracted considerable attention and sold many Owl cigars.

THE LEFT GLOVE

S. B. Stern, of Shanfield & Stern, Kokomo, Ind., sent out a number of gloves to customers during a glove sale. The right glove only was sent and a message with it explained that the left one could be obtained by calling at the store. It was also explained that if the glove did not happen to fit, it could be exchanged for one that did.

Such an idea could be adapted to many articles. Hosiery, for one thing, would stand advertising in that manner.

Purchase a good-sized job of fancy hose, say something that would sell in the regular order of events for about twenty cents the pair. Mail one of these hose to a selected list of men and women—preferably people of families—in your town.

With this odd hose mail also a card printed with a legend something after this fashion:

"This is the left hose; the *right* one can be procured free at the *right* store by presenting this card filled out with your name and address, together with checks showing that you have purchased — worth of hosiery at the *right* hosiery department.

"If this hose is not just your size, you can obtain, free, one that is, by calling at the hosiery department of Push, Hustle & Co."

Besides drawing a crowd to a store, this scheme could be made the means of securing an excellent mailing list of customers who are susceptible to that kind of advertising.

A NEWSPAPER CONTEST

Very often newspapers would assist the local merchants in making their advertisements more resultful if they knew how. The *Boston Post* hit upon the following unique and novel prize contest which shows how the one can help the other:

The paper offers prizes aggregating \$50 each week for the biggest bargains found in the *Sunday Post* advertisements. Only women may compete and purchases must be made and then a letter written to the editor, stating why the reader thinks they have secured a "good thing." This scheme should prove profitable to the merchants, the paper and its subscribers.

A CO-OPERATIVE SCHEME

The business men of a Western town of 600 inhabitants have developed a novelty in advertising that has been productive of much benefit. They get together one day in each week and offer a prize of \$5 to the farmer who drives the greatest distance to the town, on business. He must be a farmer, and he must come on business; no tramps will be considered. He must market a few hogs, or kine, or some products of the farm, or he must come and do some trading—either buy some hardware or general merchandise, get a shave, or patronize the dentist or the doctor. He must prove conclusively the distance he came, and the farmer who has made the longest trip gets the purse. It has proven a great drawing card for the town, and men come with their families from as far as forty-five miles distant, over nice, level country. The matter is thoroughly advertised in the newspapers, and farmers subscribe to keep posted.

A SUMMER SCHEME

Hood's clothing store in Sparta, Ill., attracted a good deal of public notice recently at a small cost. A large picnic was held that was attended by the whole town and Hood's got into the limelight by distributing a lot of cards which contained the following:

(B)



Suspend a Bubbles.
Cut a disk about the size of a half dollar out of writing paper and suspend in a horizontal position by a thread. By keeping the disk moist bubbles will adhere to it readily. With practice, several may be attached to first bubble, forming a chain.

You can take the labels from any of Kolb's breads—Family Bread, Mother's Bread, Butter Bread, Cake Bread, Vienna Bread, French Bread. But be careful to see that each label is a genuine Kolb's label.

Bubbler Free

Makes bubbles without soap-suds
Given away for six
Kolb's Bread Labels
pasted on one of Kolb's ads.

WE want every boy and girl who eats Kolb's bread to have a Kolb's Bubbler. It's great fun! And no messing—no soap needed; no soap-suds! With each Bubbler we are going to give a lot of new bubble games.

The first thing, cut out this advertisement. Then ask mother to save for you the labels from Kolb's bread. Paste six of them on the blank spaces below. A week from next Monday (on February 26), take the entire advertisement, with the six labels on it, to your grocer. The grocer will tear off and hand back, as a receipt for the labels, the corner coupon. This you will keep until the following Wednesday (February 28), when you will go back to the same grocer with your coupon, and get free a Kolb's Bread Bubbler.

1 <i>Kolb's</i> label to be pasted here	2 <i>Kolb's</i> label to be pasted here	3 <i>Kolb's</i> label to be pasted here
4 <i>Kolb's</i> label to be pasted here	5 <i>Kolb's</i> label to be pasted here	6 <i>Kolb's</i> label to be pasted here

Kolb's

BAKERIES
 TENTH and REED
 BROAD and BUTLER

(B)

This Corner to be torn off only by the Grocer

The grocer will give back this coupon as a receipt for the six Kolb's bread labels, then, on Wednesday, February 28, the holder of this coupon will return it to the same grocer and receive free a Kolb's Bread Bubbler.

Tell all your friends about it.

WHO IS THE MAN?

A genuine South American Panama hat free to the first person to guess who is the man.

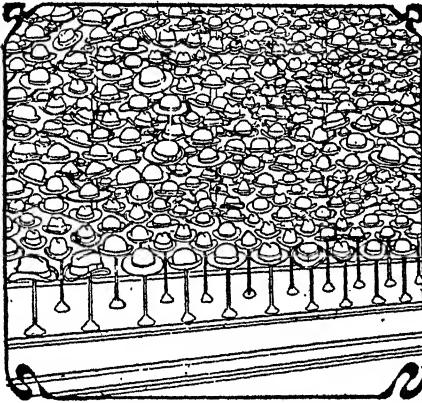
There is a man on the picnic grounds (from 1 to 5 p. m.) representing THE YELLOW FRONT, Sparta's Good Clothes Store—he is wearing a "HOOD" outfit from head to foot. To the first person—man, woman or child—who hands him one of

these cards and asks him in these exact words, "Do you buy your clothes at Hood's Yellow Front?" he will present an order for a \$6 Panama hat. Should a lady be the first, she will also receive an order for a two-pound box of candy in addition to the hat.

Get busy; spot the Hood suits on the grounds, ask the man, and it's your Panama. Positively no one knows his identity, except the members of our firm—you have an even chance. Hood's clothes are different; you can easily tell them by the distinguished fit and hang as well as by the smart and exclusive patterns.

\$100 IN CASH GIVEN AWAY!

Dec. 31, 10 a. m., To the Customers of the Mitchell Store



Count the Texas Hats in this Window.

Write or call for "Mitchell". Talk, it's free and it gives full particulars of this **GRAND FREE DISTRIBUTION OF CASH**. If you live in any town where Texas Hats are sold you are entitled to compete when you buy a Texas Hat. Ask your dealer to write for information.

W. J. MITCHELL
THE CLOTHIER AND HAT MAN
WACO, TEXAS

WHO SAID HATS?

W. J. Mitchell, of Waco, Tex., gave \$100 in cash free to customers who were able to count all the Texas hats in his window. Herewith we reproduce the ad announcing this offer.

A BRIDE-RING CAKE

J. S. Ivins' Son, Philadelphia, Pa., struck a lucky idea to increase the sale of his cakes. These cakes are sold to grocers throughout the city and are cleverly advertised through the newspapers to the customers of these stores. Very often it is necessary for a selling scheme of some kind to start the ball rolling and place a business upon a paying basis. A

Ivins Bride-ring Cake

20c lb., at grocers.

In buying Bride-ring Cake, you do not have to trust to luck for anything except the

finding of the 18-karat gold ring.

The flour, the eggs, the butter, are the freshest and best the market affords, our half-century reputation is a guarantee that Bride-ring Cake is at the apex of excellence in pound-cake making.

The new endless shape—long away with crusty ends, the wrapping in waxed paper, the packing in sanitary tins, the keeping at the grocers' in glass cases—all contribute to make Bride-ring as nearly perfect as a cake can be.

Your grocer will cut any size piece you want, out of the six-pound cake we furnish him, the cut you get may contain the ring. If it does, notify us promptly and we will present you with a tin of Ivins Gingerbread.

20c lb.,
at grocers.



J. S. Ivins' Son, 494-495 N. Broad St.



Ivins
Bride-ring Cake
20c lb.

The most extraordinarily successful cake that has ever come out of any bakery.

First—because of the interest excited by the prospect everyone has of getting a Bakery, Bank & Biddle.

Solid (18k) Gold Ring, Free

Second—because of the surprising excellence of Bride-ring Cake. Finest flour, freshest eggs, best butter, and the most deliciously moist-melting icing.

Third—because of the never-before-heard-of price of 20c. lb. for pound cake of the quality sold at double this price, and even higher.

We assure a thousand Bride-ring Cakes to your grocer, he can cut as much as you want. No receipt needed, because of the new endless shape, and every tin will be so printed as to give you a good cake you never taste. The tin you get will be so printed as to give you a good cake you never taste. The tin you get will be so printed as to give you a good cake you never taste. The tin you get will be so printed as to give you a good cake you never taste.

recovered, in practically ignoring it, with a four pound J. S. Ivins' Son 494-495 N. Broad

Let your grocer tell you the details. J. S. Ivins' Son, 494-495 N. Broad St. Philadelphia, Pa.



careful reading of the two advertisements of Ivin's Bride-ring Cake will give the reader a general idea of the whole scheme and of how it is worked and advertised.

LITERARY CONTEST

Howell Bros., Jewelers, Windsor, Ont., used a scheme that brought a good deal of attention to their store. The scheme might be called a "Literary Contest." Prizes were offered for the three best essays on, "Why you should buy your jewelry at Howell Bros." In the advertisements announcing the contest, a number of reasons were given why people should trade with Howell Bros., as a guide for those writing the essays.

BUTTON, BUTTON, WHO'S GOT THE BUTTON?

Doc & Bill, Oklahoma, Okla., use a scheme that is worth while. A reading of their advertisement will reveal the particulars of this scheme.

\$100.00 IN VALUE GIVEN AWAY

For the purpose of advertising our business during the Fair we have Ten Thousand (10,000) Buttons this size and with the printing as shown on the face of it.

These will be given out at our north entrance in the Exposition out of each thousand here. You find the party wear and call at our store and get can choose any article of the on the Button. All we ask booth your name and address, given to children, or persons member our location by the the north entrance to the Main



booth just to the west of the tion Building at the Fair. Two are mates, or duplicate numbering the same number as yours your prize. No restriction. You value of \$5 as stated in the adv. you to do is to register at our No Buttons or prizes will be under 18 years of age. Re-Karr Dry Goods Co. booth, on Building.

"The People's Favorite Store"

DOC & BILL, The Housefurnishers

8-10 Grand Ave. CASH OR TIME PAYMENTS Phones Walnut 260

PRESIDENTIAL CONTEST

Wood Bros. & Co., Waco, Texas, offer five Stetson hats in prizes to the best guessers. The advertisement showing the electoral vote for the three previous elections stimulated many* to make guesses who would otherwise not bother with it. A contest to be worth anything as an advertisement must be entered into by the public with fervor and enthusiasm.

WHO WILL WEAR THE FIVE STETSON HATS?

The Presidential Hat Contest inaugurated by Wood Bros. & Company, of this city, is beginning to excite lively and pleasant interest. We would like to see those fine hats go into the homes of as many Tribune readers, and to that end impress on young men and boys in such homes to clip the coupon that was printed in this paper last Saturday. As the advertisement showed, this is no lottery scheme, or with any sort of a string to it. If it were the firm would not offer nor would The Tribune publish it. It is simply and purely a gift of the five elegant Stetson hats to whoever sends the nearest the vote Bryan or Taft will get. And it is the more liberal because there is no condition attached, that purchases must be made in order to make an estimate. It is entirely possible for the five hats to go to people who never bought a dollar's worth from Wood Bros. and Company.

The manner in which this liberal proposal is made is characteristic of the firm. One never finds Wood Bros. & Company indulging in sensational or cheap methods. The firm sells honest goods at honest prices, deals fair and square and makes this offer of useful articles in order to awaken pleasant interest and that those who make the most correct estimates shall receive something in return. As an aid to our readers in making estimates, The Tribune gives below the electoral votes for states nearest the vote Bryan or Taft will get. In 1892, in 1900 and in 1904, the figures show and then make your estimate on the blank form and give or mail same to Wood Bros. and Company.

Mail or Hand in to the Store
Wood Bros. & Co.
Presidential Contest.

STATES	1892		1900		1904		1908	
	Cleveland Republican	Harrison Republican	Bryan Democratic	Taft Republican	Bryan Democratic	Taft Republican	Electoral Votes for 1908	Bryan Democratic
Alabama	11	11	11	11	11	11	11	11
Arkansas	8	8	8	8	8	8	8	8
California	8	8	8	8	8	8	8	8
Colorado	8	8	8	8	8	8	8	8
Connecticut	8	8	8	8	8	8	8	8
Delaware	8	8	8	8	8	8	8	8
Florida	8	8	8	8	8	8	8	8
Georgia	13	13	13	13	13	13	13	13
Idaho	8	8	8	8	8	8	8	8
Illinois	15	15	15	15	15	15	15	15
Indiana	15	15	15	15	15	15	15	15
Iowa	13	13	13	13	13	13	13	13
Kansas	13	13	13	13	13	13	13	13
Kentucky	13	13	13	13	13	13	13	13
Louisiana	8	8	8	8	8	8	8	8
Maine	8	8	8	8	8	8	8	8
Maryland	8	8	8	8	8	8	8	8
Massachusetts	15	15	15	15	15	15	15	15
Michigan	15	15	15	15	15	15	15	15
Minnesota	15	15	15	15	15	15	15	15
Mississippi	15	15	15	15	15	15	15	15
Missouri	17	17	17	17	17	17	17	17
Montana	8	8	8	8	8	8	8	8
Nebraska	8	8	8	8	8	8	8	8
Nevada	8	8	8	8	8	8	8	8
New Hampshire	4	4	4	4	4	4	4	4
New Jersey	10	10	10	10	10	10	10	10
New York	36	36	36	36	36	36	36	36
North Carolina	11	11	11	11	11	11	11	11
North Dakota	1	1	1	1	1	1	1	1
Ohio	22	22	22	22	22	22	22	22
Oregon	3	3	3	3	3	3	3	3
Pennsylvania	32	32	32	32	32	32	32	32
Rhode Island	4	4	4	4	4	4	4	4
South Carolina	9	9	9	9	9	9	9	9
South Dakota	12	12	12	12	12	12	12	12
Tennessee	12	12	12	12	12	12	12	12
Texas	15	15	15	15	15	15	15	15
Utah	4	4	4	4	4	4	4	4
Vermont	4	4	4	4	4	4	4	4
Virginia	12	12	12	12	12	12	12	12
Washington	4	4	4	4	4	4	4	4
West Virginia	8	8	8	8	8	8	8	8
Wisconsin	13	13	13	13	13	13	13	13
Wyoming	13	13	13	13	13	13	13	13
Total	277	277	277	277	277	277	277	277
Oklahoma	15	15	15	15	15	15	15	15
Total, 1908	493	493	493	493	493	493	493	493

The Above is My Estimate of The
Electoral Vote for 1908.

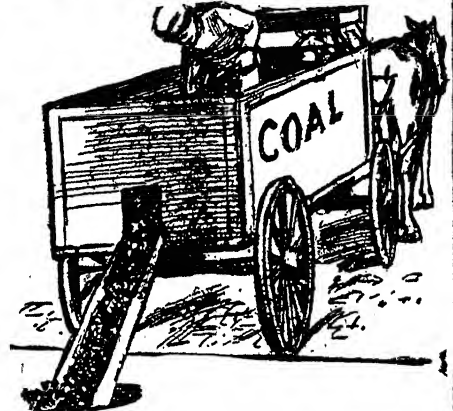
Name

Address

R. F. D. Age

FREE!

COAL



500 Tons Free

We want to sell 500 Stoves and Ranges this month and to start early buying, to every one who buys a Jewel Range or any Base Burner, we will make a present of one Ton of Coal absolutely FREE.

We have the following celebrated makes of Stoves: Buckeye, Royal, Gem, Monitor, Beaver and Jewel. The following signs appear in street cars and are explained below. Now is the time to get a ton of Coal Free.

Ton of Coal Free this month with a Jewel Range or any Base Burner.

Don't tell anybody. Joliet Home Furnishing Co. will give away 500 Tons of Coal.

— U. — Say so—Sure. Joliet Home Furnishing Co. will give away 500 Tons of Coal.

Buy me a Jewel Range or Base Burner and get a Ton of Coal Free, this month.

"FREE." Absolutely Free, a Ton of Coal with a Jewel Range or any Base Burner.

At the Old Original—Next to Gas Office

Joliet Home Furnishing Co.

204-206 N. Ottawa St. H. B. Sahler, Pres.

\$40,000 IN PRIZES

Carstensen & Anson Co., Salt Lake City, Utah, offer \$40,000 in prizes to the 509 persons who get the greatest number of votes in a voting contest inaugurated by them. The advertisement, occupying a full page of the *Salt Lake Tribune*, tells all the particulars. [See page 188.]

A BANKER'S SCHEME

At the request of a number of our savings depositors, we have formed a savings club which makes saving money easy and sure. The following will explain it: The purpose is to create by small deposits a fund which you will receive the week before Christmas, just when a little cash is welcome. The plan is to begin April 10 and make a deposit of any amount from two cents up and each week thereafter, for a total of thirty-five weeks, the weekly deposit is increased by adding to the preceding week's deposit, an amount equal to the deposit of the first week.—The American National Bank, Waynesburg, Pa.

FREE TICKETS TO THE AVIATION MEET

"Free tickets to the Aviation Meet" was the inducement offered by Stafford & Turner, Wilkesbarre, Pa., to the public to do at least \$10 worth of shopping at their store during the time in which the Curtiss aviators flew in that burg, and by so doing get the benefit of the above offer.

SELF-REGISTERING SAFES TO DEPOSITORS

The Commonalty Trust Co., Pittsburgh, Pa., is offering free to depositors, a self-registering safe, which registers pennies, nickels, dimes, quarters, halves, etc. A register of this kind in the home serves as an incentive to save, and is a constant reminder to teach the children the saving quality.

PURE FOOD EXPOSITION

If you attend the annual July pure food exposition, held by Simpson, Crawford Co., New York City, you will hear cooking lectures and demonstrations on hot weather food, music, receive free samples and souvenirs and last, but not least, a genuine silver-plated teaspoon free of charge. They call attention to the fact that the floor will be cooled and that the "saving prices" on all articles will mark the week as a record-breaker.

CASH REGISTER SALES TICKETS

The Peck Furniture Company, Benton Harbor, Mich., gave away at 2:00 p. m., on a recent Saturday, three grand prizes to the ones holding the greatest amount of cash register sales tickets from their store. The first prize was a 3-piece mahogany bedroom suite, value \$70; the second prize, a 3-piece mahogany parlor suite, value \$60, and the third

prize, one weathered oak hall clock, value \$20. The condition was made that only those who are present at the time of the awarding of the prizes could receive one.

GOWN SHOWN ON LIVING MODEL

Mandel Brothers' department store in Chicago used an odd way of attracting people to their dressmaking section recently. At the time, there was playing at one of the local theaters a popular actress, whose elegant gowns caused a good deal of comment. Mandel Brothers had made an almost exact copy of one of the handsomest gowns. There were some slight differences and the copy was advertised to be given free to the woman who would in fifty words give the best explanation of the differences. The duplicate was shown on a living model for an hour each day while the contest was in progress. The primary purpose of the contest was to prove that Mandel's dressmaking department could turn out just as handsome gowns as the Parisian modistes. The value of the duplicate gown was placed at \$500. Many women went to the store to see the gown.

**Refund Day Will Be Chosen
Next Tuesday Evening,
January 31**

In accordance with our announcement that a committee of disinterested citizens would choose the day in this month which will be "Refund Day," we are pleased to say that a representative of each of the Peoria newspapers will act in that capacity.

This committee will have entire charge of the proceedings and they will select a day by some method agreed upon amongst themselves and in a manner in which not even they will know what day it is to be until it has been chosen.

When the lucky day is announced we will pay back to each of those who have coupons showing that they purchased on the date selected. Thus, if you have purchased on the lucky day, every cent you paid on that day will be returned to you.

The public is invited to be at our store on the evening of Tuesday, January 31, when the committee will meet and act, as we especially desire that everyone shall see and know the manner in which "Refund Day" is chosen.

**Two More Days Remain—Either
May Be the One Chosen by
the Committee**

Conhaim's
Peoria, Ill.

REFUND DAY

Conhaim's, Peoria, Ill., advertise the return of the purchase price on all purchases made on the day selected by representatives of the city newspapers.

THIMBLE PARTY

Morehouse-Martens, Columbus, O., hold a two-day reception for users of the nimble needle. A representative of the Home Pattern Company was present to demonstrate the Home paper patterns. Demonstrations are usually productive of business.

Morehouse-Martens

**Tuesday and Wednesday We Will Hold a Reception
For Users of the Nimble Needle**

Home sewers, professional dressmakers, and those who are just beginning to make their own clothes, we wish to begin.

The thousands of women of Columbus who make their own garments would be greatly augmented if more women had confidence in their ability, and for these and all women this offer presents unusual opportunity.

Miss Marjorie L. Richardson of New York, special representative of The Home Pattern Company.

Will be in our Pattern department, Tuesday and Wednesday to explain the science of correct, stylish clothes, and how such clothes can be made by the home sewer, and to make clear some points which occasionally trouble pattern users.

Drawn from a survey of the Spring styles in American fashion earlier—New York—a practical dressmaker and an expert designer.

Miss Richardson has a message for every woman, whether a sewer for pleasure, profit or necessity. Miss Richardson says she desires to meet those who have not, and complete success with Ladies' Home Journal Patterns through failure to measure correctly.

At 3 p. m. Wednesday, in the Pattern Department, Second Floor, New Room, women will select an afternoon and hold a most interesting and authoritative the proper methods for sure and successful results for the home sewer. Miss Richardson will not only take up any measuring problems and help you to solve it.

A Trial Pattern of simple construction will be given to every woman visiting the Pattern department.

New White and Wash Fabrics are on hand for your spring wardrobe; we also demonstrate and imported dressings.

But a New House Machine for your sewing needs. We are showing out all sewing machines at lowest cost. The machine is fast, durable, and it would be wise to attend this sale at once!

Morehouse-Martens

FREE DELIVERY TO ALL PARTS OF THE WORLD

It sounds like rather a big contract to promise "free delivery to all parts of the world," and yet that is just what the Greenhut-Siegel Cooper Co., New York City, are offering. This applies to purchases paid for in cash or charged to customer's account, which must, however, naturally be

A Display of Dependable Spring Clothing for Men and Boys That for Excellence of Make, Correctness of Style and Great Variety Is Unequaled in the Northwest



With the opening of Spring the thoughts of the average man turn to new clothing and the proper selection of the styles and fabrics suitable to the season's wear. "Where to buy," is the question that enters his mind. Common sense will tell you that the firm conducting the largest clothing business in the city has gained its patronage by giving the best value for the money. In Milwaukee the Stumpf & Langhoff store are the largest sellers of strictly high-grade clothing and furnishings for men and boys. Their Four Great Men's Stores are overflowing with new spring stocks, and you owe it to yourself to make your selection from these great stocks if you would experience perfect satisfaction at the lowest possible cost.

Suits . . . \$7.50 to \$25.00

Topcoats \$10.00 to \$25.00

Raincoats \$10.00 to \$30.00



A Boys' Section That Will Please All Mothers . . .

All that we have said about men's clothing applies to our boys' departments, (one at each store) as well. The growth of our boys' departments has been but little short of phenomenal. The little fellows, tired of wearing any old thing just because it's shaped like a suit, welcome the sobby styles in which we can clothe them. The department finds favor in parents' eyes because of the unquestioned quality of the garments and the saving that they experience in buying here.

questioned quality of the garments and the saving that they experience in buying here.

Boys' Suits and Overcoats
In a great variety of styles and of the most dependable makes. The prices begin at \$1.95 and then by easy stages advance to \$7.00.

SAVE YOUR CERTIFICATES The Gifts Are on the Way

The certificates you receive with every dollar purchase may shortly be exchanged for your choice of hundreds of beautiful gifts that have been ordered and are now on their way to Milwaukee. Valuable rugs of the rarest oriental patterns from far off Smyrna—Beautiful Italian Statuary—Handsomely Upholstered Morris Chairs—High grade Silverware—Highly decorated Vases of genuine Austrian ware—Dinner Sets—Cut Glass Ornaments and Dishes—Watches—Pocket Knives—and many more beautiful presents too numerous to mention. As soon as these gifts have arrived, they will be displayed in the show windows of our four stores, and may be redeemed at that time, so begin to save certificates now.

Latest Styles in Men's Hats For this Spring's Wear

The stocks from which we ask you to make the selection of your new Spring hat are so varied that just the style you are seeking is sure to be found here. All of the great hat makers of the country have contributed to the showing, which includes the many different dip fronts and brims in the new thunder cloud grays that will be very popular this season. We offer you a selection from

The celebrated "superior" line of hats. The best hat made . . . \$3.00
The very complete line of other makes that start with our famous "Duke" hat is both soft and ducky shapes and them at top. The prices
\$1.00 \$1.50 \$2.00
\$2.50 and \$3.00
For those that wish them, we carry a full line of the celebrated Stetson hats at prices ranging from \$3.50 to \$5.00.

The New Spring and Summer Patterns in Shirts for Men

Not a week passes but huge shipments are received from the best known shirt makers of the country that insure for our patrons supplies from the best patterns that are constantly being brought out in New York. Our patrons in response to our latest notice "order up to the maker" has placed on a very great percentage and facilitates our buying power, thus enabling us to give you the very best shirt money affords in Milwaukee.
There is in pattern making and making such shirts of very fine and extra quality, and the very best made at
50c \$1 \$1.50 \$2 and \$2.50

National Ave. and Grove Street
Third and Lloyd Streets

The Stumpf & Langhoff Stores

369 and 371 East Water Street
Eleventh and Winnebago Streets

shipped only to points reached by transportation lines that maintain a permanent rating schedule recognized by American forwarding companies. They also reserve the right to ship by freight, express or mail, and do not include cartage from depot. They also except from this offer goods notably fragile or of great bulk.

FREE FURNITURE TO JUNE BRIDES

Bradford, New Orleans, La., makes the following offer to the most popular woman of the season: "Every June bride who visits our store next week will receive a nice piece of furniture, whether she buys or not."

FREE TO JUNE BRIDES OF THIS YEAR OR OTHER YEARS

The Anthracite Bedding Manufacturing Co., Wilkesbarre, Pa., announced recently they would give a valuable wedding present to every June bride who made a purchase at their store within the two weeks specified. Not only the June bride of today, but the less ubiquitous one of fifty years ago, is included in this interesting offer.

WAGON LOADS OF WOMEN

T. N. Pitkin & Co., Vandalia, Ill., made the following offer recently:

BE SURE TO READ THIS FARMERS' PRIZE CONTEST

We will give three merchandise prizes, aggregating \$22.50, to the farmer hauling the largest four-horse load of women to the front door on Saturday morning, April 3d, or by 3 p. m.

For 1st Largest Load . . .	\$10.00 in Merchandise
For 2d Largest Load . . .	7.50 in Merchandise
For 3d Largest Load . . .	5.00 in Merchandise

The driver must be a farmer and drive four horses. The passengers must be women over 18 years of age and reside in the country. Prizes will be paid in due bills that can be traded out at any time in whole or in part. Each lady passenger riding in one of these wagons—whether a prize winner or not—will be presented with a suitable souvenir of the occasion. "We will set up the cigars to every driver whether a prize winner or not. Prize winners will be announced at the store at 3 p. m. Now, boys, "Git dap!" You may decorate your wagons if you wish. We will lend you the bunting for that purpose.

This must have resulted in a big jam at Pitkin & Co.'s store.

CUSTOMERS HELP SELECT CHARITIES

The Henry Siegel Company, of Boston, have announced a unique plan by which their customers will control the distribution of \$4,000 they

are donating to the charities and benevolent institutions of the New England states.

The ordinary sales slips which all customers receive with their purchases are used for ballots, each sales slip being good for one vote. Customers may vote for any charity they favor, simply by writing the name of the charity on the reverse side of the sales slip and depositing it in the locked box provided for the purpose. Circulars have been printed, giving full details of the distributions, and will be mailed free on request.

The voting continues until February 28, 1910, inclusive, after which a committee to be selected from the various charities will award the following amounts:

To the institution receiving the largest number of votes, \$200; to the one receiving the second largest number, \$100; to the next five (each \$50), \$250; to the next ten (each \$35), \$350; to the next thirty-four (each \$25), \$850; to the next 150 (each \$15), \$2,250—making 201 donations in all; or a total of \$4,000.

The company have made special provision for their charge customers and out-of-town customers who desire to vote. The former are asked to write the name of the charitable organization at the bottom of bill when paid, and the out-of-town customers may send their sales slips in by mail with the name of the organization on the back.

VETERAN WATCH CONTEST

A novel and interesting contest was conducted by R. Harris & Co., Jewelers, Seventh and D Streets, in Washington, D. C.

They offered prizes of a man's gold watch and a lady's gold watch to the respective possessors of the oldest watches in running order with Howard, Waltham, Elgin, or R. Harris & Co.'s movements brought to their store before December 1.

HELPS UNFORTUNATES

Generosity always pays. In one store the manager has a clerk clip from the newspapers all items relating to accidents to people within the store's territory. When it happens that one of the unfortunates is a person who is paying for something on the instalment plan, the manager, who is fairly well acquainted with the circumstances, sends an appropriate letter and encloses a receipt for the next payment. The advertising makes it worth while.

PARCELS CHECKED FREE

A checkroom where the out-of-town buyer can check his or her parcels free of charge is operated by one up-to-date store. The opening of the room was announced in a circular letter which was sent to a list of all prospective customers in the surrounding district, and enclosed was a card which entitled the recipient to the service free of charge on presentation of the ticket.

SOLID GOLD RING FOR EVERY BABY

The Hartwell Jewelry Co., of Oklahoma City, Okla., offer to give a "solid gold ring to every baby under four years of age registered at the Baby Show," to be held in that city. As there is no limit set to the number of infants eligible, the supply of rings must be equal to the demand. It may be added that each ring will be set with a birth-stone and is not to be regarded as a prize for beauty, etc., but as a gift pure and simple, share and share alike, as the lawyers say.

A UNIQUE FOLDER

**How We Lost
a Customer**

JEFFREY JEWELRY CO.
4 South State Street
S.-W. Cor. State and Madison Sts.
Chicago

FRONT COVER

He Died

INSIDE PAGE

A CATCHY SCHEME

Should you call at the Reliable Furniture & Carpet Co.'s store, Rochester, N. Y., on a certain day, you can with only a nickel buy a "genuine Boston leather rocker," free delivery included; that is, if you have previously purchased other goods, cash or credit, amounting to \$25.00 or over.

ATTRACTED FARMERS' TRADE

The following plan to attract farmers to the store is not new by any means, but the chances are that not every merchant has heard of it.

The firm offered \$100 in prizes for the largest pumpkin, squash, beet and turnip, and the best corn, oats, potatoes and apples brought to the store. The prizes were merchandise from the store.

Three prominent farmers were secured to judge the produce and award the prizes. The produce that took the prizes was given to the Y. M. C. A., who auctioned it off.

The exhibit was held during the second week of October. All the produce had to be entered the Saturday before. The different articles were scattered over the three floors of the store, and in the windows. Special prices were put on certain articles for that week only.

LUNCHEON FREE TO PATRONS

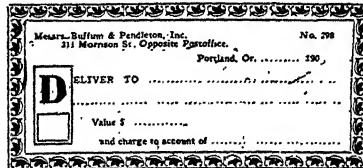
In one of their sale advertisements, T. N. Pitkin & Co., Vandalia, Ill., say:

"We will serve from 10 o'clock a. m. until 3 o'clock p. m. each day of this Easter Prize Carnival Sale, a dainty luncheon of coffee and cake to the patrons of this sale.

"You will receive checks for this luncheon with each purchase made."

GIFT CERTIFICATES

During the holiday buying season, nearly all the large city stores feature gift certificates in their advertising. They suggest to patrons that when in doubt, to give gift certificates.



Our Merchandise Order can be filled out for any amount or article desired, allowing the recipient to make his own selection.

Buffum & Pendleton
311 Morrison, Opp. Post Office

AUTOMOBILE FREE

The merchants of Reno, Nevada, combined together to hold home trade and offered a brand new four-door, five-passenger, fully-equipped 1911 automobile to the person who held the winning coupon. Coupons were given with every twenty-five cent purchase made at the various stores in the combination. The drawing took place on January 1, 1912.

SQUASHES USED AS ADS

The Talbot Co., Portland, Me., has devised an advertising scheme worthy of the great Barnum. In the Spring they sent a corps of men through a 50-mile radius of Portland distributing envelopes of squash seed. Over 2,000 of these envelopes were distributed, but only one to a family. When the squash was half grown on the vine, they sent a man to cut the name of "Talbot's" on the squash. On October 25th, all the squashes are to be brought to the store in Portland. They will be on display in the window for a week, and at the end of that period the prizes, ranging from \$25 to \$5, will be awarded for the largest squash, the heaviest, etc. Mr. Brady, manager of Talbot's, reports that the contest has created great interest throughout suburban Portland.

A PAIR OF PEERLESS BAKERS

The J. S. Ivins' Sons took advantage of the excitement in Philadelphia at the time of the Athletics-Giants' series of baseball games. This is an old firm and they found the cartoon advertising done at this time increased their business more rapidly than any other advertising they had ever done.



A Pair of Peerless Bakers

Philadelphia Is Equally Proud of Both

Doing the right thing at the right time has given Frank Baker a fame that will live for generations. Doing the right thing all the time has made Ivins a permanent favorite in Philadelphia homes.

Ivins Lunch-on-Thins, Sweet Maries, Spiced Wafers, Ivins pound Cake and other Ivins purity products have made a "hit" that gives them a home "run" in the majority of the homes of Philadelphia. Ask your grocer.

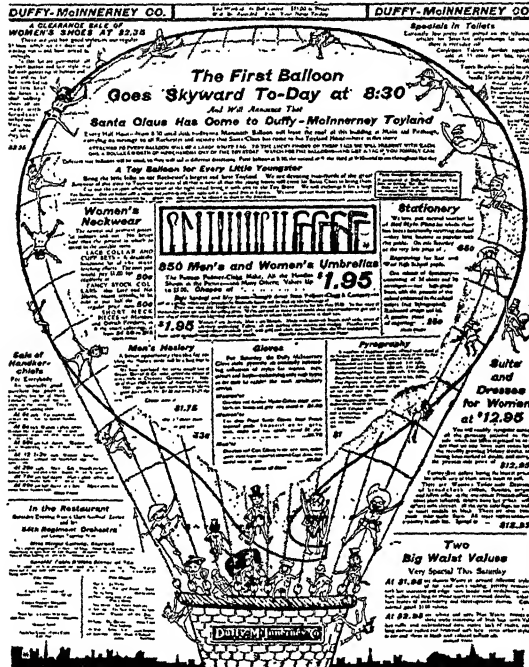
FIFTY CENTS FOR OLD STRAW HATS

From Kennedy's, Boston, Mass., comes the summons contrariwise to ring out the new, ring in the old—meaning straw hats. You are told that no matter where you got it, nor what condition it's in, they'll pay you 50 cents for it up to a certain date, that is, if you'll buy your new fall hat in their store. They do this, as they say, "for the sake of scraping a hat acquaintance with you" and also that you may be informed as to the kind of hats they sell. Besides paying 50 cents for the old straw they guarantee a "new hat free if yours goes wrong." They carry two well-known blocks in addition to their own, which comes in "Fuzzy Boys," in smooth and soft hats of all shapes and colors, as well as in Derbies.

AIRSHIPS GIVEN AWAY

A Wright flyer with every pair of "boy-proof" shoes is a combination hard to beat, and the Newark Shoe Store, of Hoboken, N. J., is doubtless realizing it in a heavy demand for this style of shoe.

Crone Bros.' department store will offer a prize of a \$15.00 suit—men's, ladies', boys', or girls'—to the person who writes the words, "Crone Bros.' Department Store," the greatest number of times on the back of a postal card. Contest to close May, 1911. Don't forget your address. Watch the papers. Second prize, \$5.00 worth of merchandise.



Besides sending up balloons with redeemable merchandise certificates attached thereto, announcing the opening of their toy department, the Duffy-McInnerney Co., Rochester, N. Y., give each youngster visiting the toy department a balloon free of charge. This feature should make a hit with the children. And, incidentally, the sending up of balloons to signal the opening of the toy department is a unique and impressive idea—quite characteristic of this store.

Abraham & Sraus, of Brooklyn, N. Y., announces that as the Hudson-Fulton celebration committee has had designed a most artistic medal, "designed to teach and stimulate the study of history as well as to make a permanent and artistic record of historical events," as the official de-

scription reads, "this store offers for every accepted poem of not more than ten lines, mentioning Hudson and Fulton, sent by any school child of Brooklyn, an official medal of the Hudson-Fulton celebration." They continue: "We will give for this purpose five thousand medals. There will be two medals, the first prizes to be aluminum medals two inches in diameter, and second prizes to be silver-plated medals one and one-half inches. They will be the same medals used for prizes in the competitions by the Hudson-Fulton Celebration Committee."

PICTURE POST-CARDS

Advertising the different departments by means of picture post-cards has been found a profitable scheme by a small West Side store in Chicago. Even so small a purchase as a five-cent spool of thread entitles the customer to a free package of post-cards, which the saleswoman presents with the request to look at them before leaving the counter. Every department in the store distributes photographs of every other department and the management thinks it a pretty good way to get customers interested.

A MERCHANTS' CARNIVAL

In the recent trade carnival on the West Side of Chicago, there was a parade of 1500 vehicles. Upon these the business men of West Madison street spent \$100,000 for decorations for the entertainment of 350,000 spectators who lined both sides of the street from Desplaines Street to Forty-second Avenue.

Features of the parade which drew applause from the people along the street were many floats giving practical demonstrations of the business they were made to represent. From a polar bear cavorting on a cake of ice, to advertise a skating palace, to a wagon load of baby cabs carrying real flesh-and-blood babies to show the comforts of certain makes of perambulators, there was latitude for any number of practical displays.

A CO-OPERATIVE VOTING CONTEST

The Fairfield (Iowa) Booster Club operated a plan that should be a great help in building up home trade. The story of the plan is told in the following circular which is being distributed:

\$1,000 IN CASH

**TO BE GIVEN AWAY ABSOLUTELY FREE BY THE
FAIRFIELD BOOSTER CLUB**

This is an organization composed of Fairfield's leading business firms in which every line of merchandise is represented. This club has on deposit at the Iowa State Savings Bank \$1,000, which will be given away in a voting contest, com-

mening October 5, to the persons or organizations receiving the greatest number of votes. Each 5-cent ticket counts one vote; \$1.00 counts for twenty votes.

The money will be divided as follows:

To the person or organization receiving the largest number of votes, \$400.

To the persons or organizations receiving three next largest numbers of votes, \$100 each.

To the persons or organizations receiving four next largest numbers of votes, \$50 each.

To the persons or organizations receiving four next largest numbers of votes, \$25 each.

This contest closes on Wednesday evening, February 1, 1911, at the close of the day's business and the winners will receive their awards as soon thereafter as the judges can complete the counting of the votes.

HOW TO WIN ONE OF THESE 12 BIG FREE CASH PRIZES

Trade with the firms listed below. They will give with every cash purchase, or money received on account, votes representing the amount of the transaction. Save these votes and deposit them at Booster Headquarters on February 2, 1911, where they will be received and counted by the judges for the person or organization whom you favor. Is your church in debt? Does it need repair? Does your lodge or club room need refurnishing? Can you use a nice sum of cash in your school, club, church or society? Get together and organize to collect Booster votes. They cost you nothing. Every merchant on the list below will give them when you make a purchase for cash or pay money on account. These are big prizes. You can get one of them if you begin now and work for it. This contest lasts only 16 weeks. Get busy. Quick action will get the money.

The cashiers of the Fairfield banks will act as a board of judges. They will verify the counting of the vote and award the prizes.

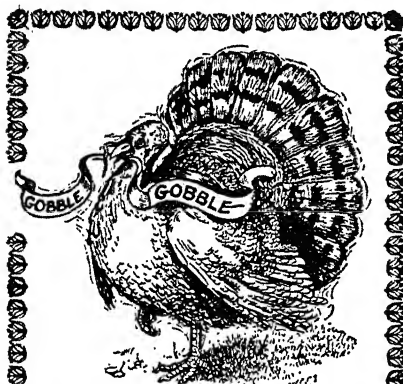
Then follows a list of thirteen merchants who issue the votes with cash purchases.

A DINNER SET GIVEN AWAY EVERY WEEK

Certainly neither the hour (3:00 p. m.) nor the day (Friday) will be regarded as unlucky by the individual who receives the 42-piece dinner set promised by S. D. Lemen, Olean, N. Y., as patronage compensation for having purchased the largest bill of goods at any one time during the week. This offer is good for an indefinite number of Fridays.

GOBBLE! GOBBLE!

The Wentworth Clothing House offers a big, fat, home-grown, nine-pound, juicy turkey to each purchaser of a suit of clothes or an overcoat. That ought to gobble some of the trade.



**Wentworth Gives a Big, Fat
Home-Grown, Nine-Pound Juicy**

TURKEY

**to Each Purchaser of Any Man's or
Young Man's Suit, Overcoat, or
Raincoat in Our Main Floor Cloth-
ing Department at prices from
\$12.50 to \$60**

This attractive offer ends tonight at 10 o'clock.
It's a gift pure and simple, and does not add one cent
to the price of the clothes. Every garment we sell we
guarantee to give satisfactory service for one year.

**These Pre-Thanksgiving Specials
in Our Fine Haberdashery De-
partment End Tonight—**

\$4.10 a suit for the famous "Duofold" \$5.00 pure
white two-garment wool underwear. A sure preventive
of chafes, colds, etc. Will not irritate the most sen-
sitive skin.

\$5.10 a suit for exceptionally fine \$6.00 white, all-
wool, full fashioned underwear, in either flat-top or
ribbed fabric.

2 for 25¢ for men's 20c real linen handkerchiefs
Three dozen the limit to each purchaser

85¢ for choice of our entire new winter line of men's
\$1.25 extra-fine white, pleated negligee shirts, all do-
tched cuff style.

Store closed all day tomorrow—Thanksgiving

Wentworth Clothing House

Entrance 709 Riverside Ave.

Established in 1888

GIVES ROAD MAP TO AUTO OWNERS

Pettibone-Peabody Co., Appleton, Wis., are sending out road maps to auto owners in the state. The road map measures about 15 inches square and above and below it are routes, with the distances between various points, and notes as to the character of the roads. The best auto roads are marked in red on the map, and each route is numbered in red. The map is placed in a cover of heavy cardboard, on which is a brief, snappy ad of the store.

With the map has been sent a well-worded letter, suggesting the pleasure that will be found "in bowling over good roads to a store which is unusual—a store which carries a line of goods such as will be found in Chicago or New York." The letter and map are mailed to owners of motor cars, their names being obtained from the Secretary of State's office at Madison.

A DOLL SHOW

Olds, Wortman & King, Portland, Ore., featured a doll plan, in which they gave away a dressed doll with every purchase. They had according to their advertisement 40,000 large, attractive dolls to give away on a certain Saturday. They follow this up with a doll show in which \$250 was distributed in prizes. The following prizes were offered:

A—Best dressed doll, all sizes eligible.	\$25.00
A—Second best dressed doll, all sizes eligible.	15.00
B—Largest best dressed doll, 24 in. or over.	20.00
B—Second largest best dressed doll, 24 in. or over.	10.00
C—Best dressed doll, 7 inches to 24 inches long.	20.00
D—Best dressed doll, 7 inches to 16 inches long.	15.00
D—Second best dressed doll, 7 to 16 inches long.	5.00
E—Best dressed doll, not over 6 inches long.	20.00
E—Second best dressed doll, not over 6 inches long.	10.00
F—Most original dressed doll, first prize.	20.00
F—Most original dressed doll, second prize.	10.00
G—Most comical dressed doll, first prize	20.00
G—Most comical dressed doll, second prize.	10.00
H—Best dressed boy doll, first prize.	10.00
H—Best dressed boy doll, second prize.	5.00
I—Most original dressed character doll.	10.00
K—Handsome paper doll in the show	10.00
To girl entering the greatest number of dolls.	25.00

The doll show was held early in November, 1911, and made a good introduction to holiday merchandizing.

WHEN THE CLOCK STOPS

W. C. Harrell, Cleves, Ohio, gives \$8.50 in groceries and provisions introduction to holiday merchandizing.

Every Saturday afternoon an ordinary eight-day clock was wound up, and started off, in his show window, and allowed to run down. Every purchaser to the amount of \$1.00 was allowed to guess the time it would stop, and for this purpose a double card was handed the customer. On this card the customers put their names and the time they thought the clock would stop. Half of this card was placed in a box near the door, and the other half retained by the purchaser. The next Saturday the box was opened and the nearest guess to the actual time the clock

stopped received \$5.00 worth of groceries, the second nearest \$2.50 and the third nearest \$1.00 worth of groceries. When these drawings came off on Saturday afternoon, people came in for miles around, and Harrell's trade moved up by leaps and bounds.

DRAWING CONTEST FOR CHILDREN

John W. Graham & Co., Seattle, Wash., offer 25 valuable prizes to children between the ages of four and fourteen years, for the best drawing entered in the contest. The object is to get children and grown-ups to visit the toy department of the store.

Toy Store
Second Floor
John W. Graham & Co.
Toy Store
Second Floor



Santa Claus Says:
"Children, I Want You to Enter
John W. Graham & Co.'s
Christmas Drawing Competition

There Will Be 25 Valuable Prizes
to the winners, and a souvenir to every child who sends in a picture.

Conditions:

We desire to encourage the art of drawing among children, and this contest is open to them without any cost to the child or its parents. The contest is open to all children between the ages of 4 to 14 years. Drawings are especially requested from children 9 to 14 years of age. Draw whatever you wish.

With every drawing must be an Honor Certificate, which can be secured in our toy store, second floor.

All drawings must be at our toy store before 6 p. m., December 14.

Full particulars as to what you shall draw will also be given with the Honor Certificate.

Lot of prizes will be announced soon in The Spokesman Review, Chronicle and Herald.

Get Your Honor Certificate Today
And Start Your Drawing Straightway

A MEASURING BEE

In order to find the average size of the men who patronize their stores, the Stumpf & Langhoff Co., Milwaukee, Wis., promise one suit free to the man who is nearest to the average. This means a suit given away in every one of their six stores during their "Workingman's Sale." They add the encouraging clause, "whether tall, short, thin or fat, you have an equal chance," and also give this example of measurements: "Chest 36, pants length 33, hat $7\frac{1}{2}$, shirt $15\frac{1}{2}$, collar 15, sox 10, gloves $8\frac{1}{2}$. Total 157. If the average of all totals would be 157 and

your measurements total nearest, you win the prize. Be sure to give all measurements to salesman. Whether you buy or not you are entitled to a chance."

MERCHANDISE CERTIFICATE

The form of merchandise certificate used by the William Windhorst Co., Cincinnati, is shown in the accompanying newspaper advertisement.



A CLOVER-LEAF SALE SCHEME

Lembach & Wiese, Lexington, Neb., had a numbered clover leaf in each of its sale advertisements. Each circular bore a different number in connection with the following prize offer:

Fifteen of these clover leaves are prize winners. Bring the clover leaf from this circular to our store and compare with list of winning numbers, and if you hold a lucky number you will draw one of the following prizes:

1 prize of	\$5.00
2 prizes of	4.00
3 prizes of	3.00
4 prizes of	2.00
5 prizes of	1.00

Each prize will be given in merchandise on a purchase of twice the amount of prize money.

CHAPTER XXXIV.

SCHEMES TO ATTRACT BOYS AND GIRLS

A LARGE number of merchants throughout the country are making a strong bid for the juvenile trade of their towns. Boys are a hopeful class to work among, and will work like Trojans in the hope of a small reward. There are avenues without number through which their trade may be attracted to the store of the dealer who gets up and hustles after it in dead earnest. If the goods are what they ought to be, a boy can usually wheedle his parents into buying his clothes at the store that offers him some personal inducement for his trade. A strong characteristic of every boy, yes, and of "children of a larger growth," is a love of the element of mystery and chance; therefore, an offer of a "mysterious package" with every purchase of boys' clothing will be apt to greatly stimulate trade in this line. These packages should contain articles dear to every boyish heart—jack-knives, balls, fishing outfits, etc., and the contents should vary in value according to the amount of the purchase. A variation of this same idea would be to have sewn up securely in one pocket of every boy's suit or overcoat an order for some one of such articles on some store making a specialty of such goods. Many stores now give baseball outfits with boys' suits, but the uncertainty is what lends charm to the above schemes.

A firm down in Maine recently stirred up their trade in this line by instituting an advertisement-writing contest for the high-school pupils, offering two weekly cash prizes to the pupils who compose the most catchy, pointed, telling advertisements that will leave no possible doubt in the mind of the reader as to the pre-eminence of this firm's line of men's and boys' clothing, with reference to economy, style, durability, etc. This double-barreled advertisement has struck right at the root of their patronage by exciting the interest of parents, besides drawing some really creditable advertisements from the brightest of the youngsters. At the end of several months, the prize-winning advertisements are to be collected and published in booklet form, and it is pretty safe to say they will be more widely read and give this firm more desirable publicity than if prepared by some high-priced expert.

The following scheme, which originated in the fertile brain of a resourceful manager, was unique and of a character to commend it, especially to boys. He organized a baseball team from among the boys of a neighboring school, whose ages ranged from eleven to fourteen, named them "Blank's World Beaters," and equipped them with blouses and caps bearing this name. The team challenged everything of its size

in its own and neighboring towns, and whenever it won, it was given some small prize by the firm which it so ably helped to advertise in this manner. A vacant field at no great distance from the store was leased and put in proper shape, and here the team practiced regularly several times a week, always surrounded by a good-sized audience. Bats, balls, mitts and all necessary equipments were furnished by the firm, and expenses to and fro when matches called the team out of town.

A very spirited voting contest, in which the prizes were two scholarships in a local business college, one to go to the young lady and the other to the young man getting the highest number of votes, was instituted last year by a firm carrying both ladies' and gentlemen's clothing in a hustling little town. The contest opened April 1st and ran until graduation day in the neighboring high school. One provision of the contest was that all votes must be confined to members of the graduating class of this particular school. This served to concentrate the interest, and set the numerous friends and relatives of the class to work in their cause with a will. Every twenty-five cent purchase at the store carried with it one vote; thus a suit costing \$20 entitled the purchaser to eighty votes. The prizes were worth striving for, and of such a character as to commend them especially to the parents of ambitious young people, and the scheme gave the firm a well-deserved publicity.

Training in the art of self-defense has a strong fascination for boys, and one store scored a "bit hit" by offering to give free boxing lessons to all youths between the ages of ten and eighteen who patronized their store. Arrangements were made by the firm with an instructor of the manly art for a certain number of lessons for their youthful patrons, one lesson for every \$5 worth of goods purchased. They further supplemented the advertising value of this scheme by issuing an illustrated booklet on the art of boxing, which also, of course, contained much good advertising of their goods.

"Mocking Bird Day" was the heading recently seen over the newspaper advertisement of a clothing firm. The advertisement stated that every boy who visited their boys' clothing department on the following day in company with either of his parents would be presented with a wonderful mocking bird whistle, whether any purchase was made or not. Attention was called to a special line of boys' summer blouses at very low prices.

To celebrate the re-opening of their enlarged and improved department of boys' and youths' clothing, one firm instituted a painting competition for boys by issuing a book containing six copies in colors, having the outline of each copy on the opposite page ready for coloring. Ten prizes were offered, and the competition was open to all boys under the age of sixteen. The books, of course, were likewise valuable advertising mediums, being filled with illustrated advertisements of their offerings in boys' wear.

A store on a busy corner recently had, in the midst of a big window showing of boys' clothing, a hanging glass shelf piled with wooden

rattles, with a placard reading: "Boys, make a noise and let people know you are on earth. One of these watchman's rattles given with every purchase of a boy's suit."

A scheme which, so far as known, has not yet been tried by any house, but which at least contains food for thought, would be to start a boys' camp in some favorable locality. Then advertise that all boys or young men between certain specified ages, whose purchases at the store during the year aggregated a certain sum—say \$50—might spend a week at the camp, enjoying its fishing, boating and other privileges, all free of charge. This would be a treat greatly appreciated by numbers of city boys, and the scheme ought to prove a winner if worked out in the right way.

Some of the large department stores are spending many hundreds of dollars every year in interesting the juveniles of the family. One of these stores had a miniature Coney Island on the roof in full swing. A real Italian organ-grinder was provided, also a menagerie of monkeys, pigeons, rabbits, dogs, fish, alligators, etc. A live donkey was also kept busy giving the children rides. The roof was sodded, and plants and flowers were arranged in such a way as to make a most delightful scene. Another great department store is making plans to entertain the children on a larger scale than ever, with the addition of popular musical entertainments. Another proposes to give a vaudeville entertainment twice daily during the season, while another has secured the services of a clever magician. These facts show how the services of the children in drawing trade is esteemed by these great mercantile concerns. Every dealer, if he be so disposed, can do something to attract the little folks.

Another scheme in the nature of a souvenir or gift plan could be used. Have about 500 little flags with the inscription, "Compliments of ————" printed on them. Hire some one to walk the streets and give one to every child he meets. This distribution might extend to three or four days before the Fourth according to the number of flags to be distributed and the size of the city.

One store, sometime ago, advertised to give away four \$10 dolls to girls between the ages of three and ten. With every purchase made at the store was given a regular sales check. The name and address of the purchaser was written on the sales slip and deposited in a box. From this box were selected, on a day set for the drawing, four of these slips. The names and addresses upon them determined who were to receive the prizes. They were notified to bring the girls, to whom they wished the prizes given, with them on another day set for the purpose, when they were presented with the four dolls.

Various articles of interest to children, such as baseballs, bats, footballs, dolls, knives, fishing rods, etc., can be successfully used as souvenirs or premiums in any store selling children's wearing apparel, or articles used by children.

Children can even be made to work for the store by the offer of prizes or commissions. A Massachusetts shoeman originated a little

scheme of this nature and had nearly every boy and girl in his town working for him. The scheme was in reality little less than a discount sale put forth in an original manner. The discount was not made to the customer, but was given to the hundreds of little agents that worked for the commissions. The scheme was described in a circular as follows:

• "EARN SOME MONEY FOR CHRISTMAS

"Every boy and every girl in Stoneham may with a very little effort earn some extra money for Christmas—and none of these boys or girls need to be told how handy extra money is at Christmas—or for that matter at most any time. Zitren the Shoeman is going to be the Santa Claus—only he is going to give this money as fast as the boys and girls earn it—and let them have it to spend now or put away for Christmas.

"He is going to pay a commission of 10 per cent. on any shoe repairing work brought to him by any boy or girl—from now until Christmas. Ten per cent. means 5c. on 50c. repair job—10c. on a \$1 job, etc. It will surprise some boys and girls how easy it is to earn extra money by this plan.

"Regular repairing prices will prevail, and these prices are the lowest that can possibly be made for the finest workmanship and honest, high-grade leather. Under no circumstances will we reduce the superior value of our repair work, which cannot be equaled in Massachusetts.

"Boys and girls should keep this circular and remember to bring all their repairing to

"ZITREN, THE SHOEMAN,

"Main and Hersham Streets, Stoneham."

This kind of advertising scheme can be adapted and suited to a great many different lines. A card can be presented to children of certain ages with amounts of various sizes running from 5 to 25 around its edges. These amounts could be punched out when purchases are made and the card presented. The boy or girl holding a card with all the amounts punched out could be given a certain premium. This will help to interest the boys and girls to advertise the store.

Musical entertainments calculated to interest the children could be given at times in the store and would no doubt draw forth a lot of youngsters. Magic lantern shows and moving picture exhibitions make another excellent attraction for children and would attract the grown folks as well.

The dealer who goes systematically after the trade of the children by the use of little advertising schemes will find it worth a great deal of trouble and time in their preparation. It is said that "train a twig in the way it should grow" and it will ever after grow in that direction. This can be logically applied to our present contention: Train the youngsters to come to your store and they will ever after come to you with their

needs. If they don't it must be your own fault. You had a chance at any rate to hold them, and you should have done so.

A Boston merchant offered a valuable present to the boy or girl turning in the five most attractive show cards for window use. The result was exceptionally good and the dealer secured a great many good cards. The children were told that the cards were to be of a certain size. This plan would work well with any merchant using window or show cards. The present or presents can be one or more useful articles. It should be advertised by circular, by a notice in the local paper, or both. In some places instructors of drawing or the school teachers might be interested. The number of words on each card should be limited.

A scheme along somewhat similar lines was used by the London Clothing Co., Columbus, Ohio. They describe it as follows:

"We got out, and distributed at the schools, a circular to this effect:

"Boys of fifteen or under were to make a drawing of a subject appropriate to the London Clothing house, on a sheet of white paper 6x9 inches and in black ink. These were to be brought into the store before a certain date. For the best five drawings we paid \$1.00 each, and these we had engraved and printed in the local papers, one each on successive Saturday nights. The boys took to the idea and we had no end of drawings handed in, most of them done with spirit and with excellent ideas, so that it was really difficult to pick out the prize winners. We made an exhibition of all the drawings received, in our show window and it was a big attraction. We required no purchase from contestants; that might be a better plan. A circular advertising such a scheme must be carefully written, as the wording must be clear to every one. The whole scheme cost but little, and paid well in boys clothing sales and the advertising gotten out of it."

A photographic contest, between boys and girls from ten to sixteen years of age, would prove a winner in some of our larger towns and smaller cities. Have an attractive trim of goods suitable for their use or wear and have it photographed by the amateur. Most boys and girls own their own cameras today and the amateur photographer is usually a very enthusiastic person, especially when it comes to taking pictures. The contest should be advertised in the newspapers. The week before place a neatly lettered card in the center of your window, announcing the contest. The prizes should be shown in the window. The prizes might consist of a handful of silver. Twenty quarters for the first prize; twenty-five dimes for the second and twenty nickels for the third prize would make an elaborate showing in the window.

The center of the window should be given to the display of the prizes. We believe that your store window will be the mecca for amateur photographers all during the contest. If there are any mirrors in the window cover them with cloth or crepe paper so that flash-lights may be taken at night, as it is difficult to take a window with strong reflections in the daytime, and many of the camera fiends will want to avoid the crowds by trying their skill after business hours. We would suggest that

the contest extend not over three or four days, as it is difficult to keep up interest longer than that time. This will also give ample time for several trials, if the photographers at first do not have good luck. Have the rules for the contest so simple that they may be lettered on a card and placed in the window. Do not require that every contestant make a purchase at the store. Bar all professional photographers. When the pictures are handed in and the prizes awarded, make a window of the various photographs, giving the most prominent place to the three prize winning pictures, which could be marked with the names of the successful contestants.

To prolong the interest in such a contest the public could be asked to name the winners. This could be done by giving every customer a vote as to the best photographer. The three highest could then be awarded the three prizes. The voting should be all done in about a week's time so as not to keep the youthful contestants waiting too long.

Jenkins Bros., Chippewa Falls, Wis., were fortunate recently in planning a novel scheme that not only drew trade to their store, but enabled them to make several improvements in their management and methods which were extremely beneficial in getting good results.

Their plan is not particularly new in the main, it has been worked in a variety of forms before, but Jenkins Brothers' application of it is original. The concern announced that they would give a beautiful doll to the little girl who wrote the best letter giving the reasons why her mother liked to trade with Jenkins Brothers. Every effort was made to bring it to the attention of all the school children in Chippewa and the surrounding towns. Their newspaper displays contained several clever announcements of the plan, and in addition an attractive circular was sent to nearly all the householders. The doll, an exceptionally fine one, with a splendid assortment of lingerie and dresses, was given a place in one of the show windows. At her feet was the following placard:

Do you know why your mamma trades at Jenkins Bros.?
Ask her. Then write and tell me. The best letter gets me.

Hundreds of letters were received, a large percentage of them commonplace and what might have been expected. The rest were bright and unusual and contained some good ideas. Some mammas had evidently given any reason that came into their heads, reasons that were no reasons in many instances; others had honestly endeavored to decide why a preference should be given, and in some letters the evident sincerity of the expression told plainly that the little girl's mother was a customer from some particular preference which she found no difficulty in expressing.

During a trip to Boston recently, a dealer from Connecticut happened to be passing an auction room, and out of curiosity stepped in and joined the crowd. He had been there but a few minutes when a large oil painting, a well-executed copy of one of Detailles' spirited battle scenes,

was put up and he bid it in at a low figure. The purchase of the picture developed into a splendid voting contest.

Upon his return home the picture was displayed prominently in one of his windows, and he announced that it would be given to the schoolroom of his city which turned in the greatest number of votes. A vote was a coupon which was given with every fifty-cent purchase at his store. There were no restrictions and no rules in the contest. It was announced to last for eight weeks, and the ballots might be deposited at any time or in any quantities, the only regulation imposed being that the votes cast for one class could not be later transferred to another.

The contest literally set the town by the ears and created more excitement and interest than anything that had been innovated in a long time. From the very beginning the school children took hold with a vim, and in every school there was begun a systematic campaign of vote getting. In a short time every child in town was working with might and main to send people to the store, and was following them right up to see that they got the coupons and turned them over.

In some instances the work was done in a manner that was remarkable for its thoroughness. The boys and girls had regular routes among their friends and acquaintances, which they traversed every day to learn if any member of the household was intending to make a purchase, or if they needed anything which could be bought at the store. In many cases they carried around with them copies of the last advertisement that the firm had issued and called attention to the different bargains that were being offered, and tried in this way to work up a sale.

Clubs and societies were importuned to get whatever fittings they needed from the store that was giving the picture, and in a very short time there was scarcely a person in the place who had not been affected in one way or another by the contest.

The merchant on his part took every advantage that the contest offered. In his advertisements, he endeavored to present bargains that the boys and girls might talk about to their friends and so arranged his displays that they appealed directly to the children. Each week the result of the contest was announced in the paper in detail. The publishers soon saw its value as a news item and devoted considerable space to it, which helped it immensely and did not cost the merchant anything.

On some days he announced that two and even three coupons would be allowed with purchases of certain lines of goods, and in this manner not only was enabled to move certain slow stocks that had resisted several other advertising campaigns, but effectually livened up many days which might otherwise have been dull indeed.

The contest continued over forty-eight working days, and something like 25,000 coupons were issued, while the total sales for the period were much increased over any former year. The awarding of the picture and the installation was made an occasion of much ceremony. It was held in the evening at the schoolhouse, and was turned over formally, with short speeches by the proprietor, and some of the prominent men of the town,

who were present at his invitation. Here is an additional opportunity for the storekeeper to get more newspaper publicity. He should work up this presentation in a way to attract a great deal of attention and thus to give it a good news value. Few publishers would pass it by, and the great majority would be glad to give it a very satisfactory notice.

Summing up the contest the merchant found that, including the cost of the picture and the printing of the coupons, the only extra expense that he incurred, the results obtained were far more satisfactory than could be shown in any other advertising that he had ever done. The good was permanent, for he made many new customers who continued to buy in his store.

A clever scheme was recently employed by another Boston merchant to interest the boys and girls in his store.

He had printed on 4x7 cardboard, in a plain, neat type the following:

"Ask the questions which are found in this column and find the answer on the penny which is fastened to the lower corner of the card. To the one who first turns in a correct set of answers, or nearest correct set, we will present a handsome and useful present.

- | | |
|-------------------------------|-------------------------------|
| 1—A messenger. | 10—An animal. |
| 2—A piece of armor. | 11—An emblem of royalty. |
| 3—A devoted young man. | 12—Youth and old age. |
| 4—A South African fruit. | 13—Part of a river. |
| 5—Portion of a hill. | 14—Implement of writing. |
| 6—A place of worship. | 15—Two sides of a vote. |
| 7—Three weapons. | 16—Plenty of assurance. |
| 8—Spring flowers. | 17—Part of a stove. |
| 9—The first American settler. | 18—Something found at school. |

"The contest will last two weeks, and at the end of that time the answers will be examined and the prize winners will be announced. To the first child sending in a correct answer we will present a handsome lead pencil case. To the second a school bag, and to the third a luncheon box. Bring in your answers as soon as you have them ready, for the first correct answer will get the prize."

In one corner of this card a one-cent piece was fastened with mucilage, underneath which were inscribed the following: "You will find your answers here. Let your nimble wit ferret out the problems."

One of these cards was given away with each five-cent purchase at the store, and the plan was well featured in the advertisements of the house. On the whole the storekeeper found the plan very satisfactory. He distributed several hundreds of the cards to the children, and his store during the period of the contest was kept in a pretty lively state by boys and girls who came in to ask questions, or turn in their answers, as well as to buy the puzzles. Care should be taken to have coins that bear a date in the latter part of the nineteenth century so that the date will

furnish the answer to the question, "Youth and old age," or that question should be omitted.

The answers to the questions were the following: 1—One sent (cent); 2—shield; 3—beau; 4—date; 5—crest or brow; 6—temple; 7—arrows; 8—tulips (two lips); 9—Indian; 10—hare (hair); 11—crown; 12—1898 (the date); 13—the mouth; 14—quills; 15—eyes and nose; 16—cheek; 17—lid (eyelid); 18—pupil. Care must be taken to have the coins bear an 1898 or similar date. 1900 or any of the succeeding dates will hardly answer for question twelve.

The cards can be used to stimulate the sale of some special article or articles in the children's department, and they are particularly good just before schools open. To any one who makes a specialty of children's trade, and of trying to get the attention of the little ones and their parents this might be well used as a step to a series of schemes. It will pay a dealer to have some plan or other going all the time, or at least a new one every month.

The idea gives a chance to make an effective window display. The Boston merchant filled one of his windows with the cards. He got several large packing cases, covered them with white paper, and piled them in pyramid fashion and the cards were fastened to the front and sides of them. Throughout the store placards announced the conditions of the contest, and told the children how to get the puzzles and other particulars.

The Christmas season offers an excellent opportunity for the merchant to cater to the children, or to gain their influence. Children of almost any age will take a lot of interest in a Santa Claus, even when they know he is only an imitation one.

A Philadelphia store recognizing this fact opened up a postoffice at which Santa Claus delivered letters addressed to the children. Parents often wrote the letters, and as there were a great many big, bright red letter boxes placed in different parts of the store, it was easy to have it so. Every two hours Santa Claus in person made the rounds and collected the mail. Many of these were addressed to him and were of course burned. The children went wild over the whole affair and it is likely that the scheme will be repeated each year.

A. E. Dinot & Co., Joliet, Ill., presented their young friends with toys and gifts of a similar nature. The following circular explains the scheme:

DEAR LITTLE FRIEND:

We thought maybe you'd like to know about the arrangements we have made with Santa Claus about Christmas presents this year.

Of course, every boy and girl in Joliet knows that about dollar's worth, or more, of boys' or girls' goods a ticket entitling the holder to a present.

Last year, you know, we didn't wait for Christmas, but gave the presents out as soon as a sale was made. Well, Santa Claus didn't like that plan a bit, and he told us so. So after we told him he could have his way, he sent us this message:

"I'll be at Dinet's Christmas morning at 8:00 o'clock. Tell the boys and girls I'll be loaded down with the finest lot of presents I ever had.

"SANTA CLAUS."

Every time you buy of Dinet's any boys' clothing or girls' or boys' shoes—costing a dollar or more—you get a ticket with a number. You keep all your tickets till Christmas morning, then bring them down to Dinet's and Santa Claus will hand you out a present for every one of them. Maybe you'll get a \$5 kodak, or a \$3 tool chest, or a \$2 chocolate set, or a 50c. toy, or a beautifully dressed doll—only Santa Claus knows *exactly* what *you'll* get—but every ticket draws some present, and Santa Claus says they're the best that he ever had.

We hope you will tell mamma all about it and have her come to Dinet's for everything you need.

We begin the giving of tickets Saturday morning, November 9th, and continue up to Christmas Eve.

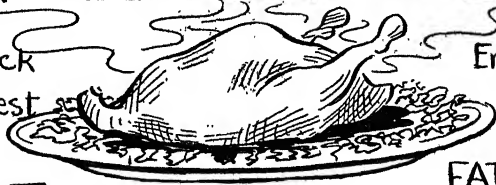
Now don't disappoint old Kris Kringle, 'cause he expects you.

Your old friends,

A. E. DINET & Co.

THE NATIONAL BIRD

Our Stock
is the Best
of the
BEST



Enormous,
Round, Sleek,
and
FAT! FAT! FAT!

Every corner of the world has contributed its choicest, most delicious morsels, Of endless variety and assortment they await your command.

CHAPTER XXXV.

THE GREATEST SCHEME OF ALL—PREMIUMS

THERE can be but little doubt among the hundreds, yes, thousands, of schemes devised by retail merchants to draw business to their stores that the premium scheme is the greatest of them all. It is of the most lasting value as a trade bringer.

In the last few chapters, the majority of the schemes mentioned are of the premium class. They are successful because of the premiums given in carrying them out. But such schemes are only of a temporary nature. There is a splurge at the time. They make increased business for a week, a month, or a season at most. It is true that new customers are introduced to the store by their use, but unless the values offered and the service given by the store are of an extraordinarily high character, there is no inducement for a continuance of their custom. The premium plan, on the other hand, will last the lifetime of the store, and continue bringing back the same customers for years, or as long as they can secure premiums.

Some merchants now argue that the day of the premium is gone, but it is not. It has only just arrived. The day of the premium is at its height.

Large establishments, whose business annually amounts to millions of dollars, are now adopting the premium plan, in one way or another.

Premiums are an ever-enduring source of profit to the merchant who gives them judiciously. They are a cure for many of the evils to be met in retailing. They bind the customer closer to the store that gives them. They have proven in many places a cure for the senseless price-cutting habit, which is always sure to kill any legitimate profits the retailer should have.

This was proven a few years ago by an Ohio firm. The city in which they do business is a lively and prosperous one. There are many factories and works located there, employing many men at steady and adequate wages. There is also a good farming community surrounding them. They have practically no outside competition. Yet in spite of these facts, all the merchants of the city, who are enterprising and energetic, were making but "living wages." Profits were being sucked up by the demon "Cut-Price."

The firm mentioned, after debating whether to leave the city and seek a new field for their labors, or not, decided to continue the business for another year, and try the effect of premiums. This they did in a small way, but the idea took hold of the people, and today that firm is the largest and most influential in the city. Instead of giving but one premium, as they did the first season, they have steadily increased the number, and at the present time issue quite a large catalogue of pre-

miums, and have a regular department devoted to that part of their business.

Many merchants look at the first cost of any premium plan and think it is a very expensive way to draw trade. It usually is, unless it is thoroughly gone into, and worked out so that the per cent. of cost is low enough to show a profit on the merchandise sold. In a very short time what at first sight appears to be a five per cent. cost is brought down to even a fraction of one per cent.

Five per cent. is not too much to pay for a steady and paying class of customers, provided the percentage of profit on the wares sold is high enough to show a profit after the deduction of that five per cent. This amount should be the starting point. If the premium article costs fifty cents, it might profitably be given with a ten-dollar sale. If the premium selected is some article that usually sells for a dollar or more, it can easily be seen that the premium is sufficiently large in the eyes of the public to prove worth striving for.

One of the principles of premium giving is to make it necessary for customers to make continued purchases before they can obtain the premium. When this principle is observed, it becomes a source of ever-continuing trade. When premiums of little worth are given, so that the customer making a three or four-dollar purchase can secure it, it is merely a cash discount, and of less trade bringing value.

In some cities, where trading stamps had a strong hold, this principle was conclusively demonstrated. Some merchants who did not give stamps offered a straight five per cent. discount in cash. Did they gain anything by it? No. The mass of the people wanted a lamp, a table, or a book-rack, and continued to accumulate the little green or red, or blue stickers for the purpose of exchanging them for those articles. The discount in cash, was, of course, much more valuable, but the public could not see it that way. What did five, ten or fifteen cents in cash look like alongside of a beautifully decorated table lamp? It looked so insignificant that it was not considered at all.

Other merchants gave rebate coupons good for five per cent. in purchases at the stores giving them. These met with but indifferent success, but strange to say, with more success than the straight refund of five per cent. in cash. When people think they are getting something for nothing they are happy. In the case of premiums, they are really receiving free gifts. So were they in the cash rebate, but in most instances the people thought it was first "tucked on to the original price."

The merchant who wishes to open up a premium department can do so with but little outlay in cash. A tea-set of china, nicely decorated, can be procured at small cost. This might be used for the first season. If a stock pattern is obtained he can allow certain pieces to be taken when purchases reach the required amount. While this breaks the set, he can easily replace the dishes selected. There is always the incentive here on the part of the customer to procure the remaining dishes to complete the set.

Silverware, jewelry, china, furniture, all make premiums of great value, and in most cases the value at retail is nearly double what they cost at wholesale. These are the lines for the merchant to select. His object should be to give the greatest value at the least cost to himself.

Sometimes it is advisable to offer a premium with purchases amounting to a certain sum, and so much cash. A shoe merchant in a small town did this, and made quite a lot of trade by it. He had cards made, on which a certain number of figures, amounting in all to five dollars, were printed around the edge. The premium was a gold-plated watch, either gentleman's or lady's size. The whole scheme was printed on the card. The customer was to purchase footwear to the value of five dollars, the amount of each purchase being punched out on the card, at the time of the purchase. When the five dollars had been spent, a payment of \$3.50 was required, and the watch was forthcoming. The cost to the merchant of these watches was \$2.75 each, and express charges or mailing charges. He had to purchase one of each size as samples, and pay for the printing and punch. That was his only initial outlay. The premiums were in reality purchased only as they were sold to the customers. The writer was closely connected with this firm for some years after the plan ran out, and there was not one complaint, or any dissatisfaction shown on the part of the customers who received the premiums. This instance merely goes to show how easily a premium plan can be carried out at very little cost.

There is just one other point that should be emphasized. When a merchant gives premiums at all, he should induce as many as possible of his customers to participate in the distribution. The more there are who begin to save coupons or certificates, or who start to have their cards punched (according to the plan used), the more advertising he will get out of it.

It would hardly seem necessary to mention this point, but it is. The writer not very long ago was in a store where premiums were used, and the merchant was heard "calling down" a salesman for introducing the subject to the customer. "Don't you know that those premiums cost money?" asked the irate merchant. The salesman tried to explain that the woman was a stranger in the store, and in the city, having lately moved there, and that he was merely offering her an inducement to make further purchases there.

The merchant had taken hold of premiums as a last resort in a struggle for business, and either could not, or would not, see that the more persons interested in the scheme the more money there was in it for him. He could only see more premiums going out of the store at his expense. He never thought of the hundreds of dollars that must be spent on wares that paid him a profit before the premiums could be claimed.

Enter into the premium scheme with enthusiasm or leave it entirely alone.

Part Four

SALES ADVERTISING

CHAPTER XXXVI.

ADVERTISING SPECIAL SALES

SPECIAL sales have an important place in the advertising plans of an up-to-date, modern retail establishment. They are exploited not only as a means of clearing out undesirable wares quickly, but as the means of increasing business and in making new customers acquainted with the store.

Special sales may be divided into two great classes: first, sales for increasing receipts on new and desirable lines; second, sales for the purpose of closing out merchandise that has become unseasonable, or that is likely to become unseasonable before it can be sold in the regular way.

The department stores of the metropolitan cities have reduced the art of sales-making to a science. They have "Great White Goods Sales" in January, following closely on the heels of "A Great Clearance Sale" after Christmas. Then follows in quick succession, a "Great House Furnishing Sale" and a "Pre-inventory Sale," then an "Inventory Sale." Soon after that a "Great Sale of Spring Costumes" and so on throughout the whole year.

Some of these stores have a sale on of one nature or another all the time. Hardly a day in the year but a special sale is being advertised. The question arises, does it pay? It certainly does pay, or they would not continue to hold them.

It does not necessarily follow, however, that the exclusive shoe dealer, or clothier, or hatter could follow the same tactics to obtain trade. If they were to try it they would soon find that the public were beginning to look upon the store with disfavor. Then, too, the advertising expenses would be so high that there would be no profits shown at the end of the year.

It is the same with the general store in the smaller cities and towns. If they try to follow in the steps of the big stores they usually end in failure to show profits at the end of the year.

The exclusive stores and the general stores can follow the methods of the large department stores only at a safe distance. They can hold frequent special sales, at which goods are offered at special prices, but these sales must not be of too frequent occurrence.

Special sales exploited at the proper time and in the proper manner will gain both prestige and profit for the stores holding them.

The special sales advertised by the larger stores are sometimes planned out months in advance. The lines to be placed on sale are often specially ordered by the firm to be made in a specific way, and delivered

at a certain date, at an agreed-on price. The illustrations to be used in the advertising are all prepared in advance. In some cases a great deal of the special printing is done before the goods arrive in the store.

Then there are special sales put on that have to be prepared on short notice. A manufacturer offers a buyer a line of goods at a reduction in price. The buyer, seeing his chance, snaps them up, and they are speedily placed on sale.

This chance to buy "snaps" comes at times to every merchant who has "ready money." If his stock is in such shape that he can place them on his shelves without overcrowding or overloading himself, he makes the purchase, and has at hand the material for a rousing special sale.

The special sale method results in a slight profit from the sale of the goods and the cash in hand for further investments. The merchant following this plan takes the goods upon their arrival, and marks them at a closer margin than ordinarily. He then advertises a special sale and sells them immediately, turning over his money at a slight advantage. This method is a good teacher to the public, who soon learn to look for these special values every once in a while. They also learn that the firm gives the special values they advertise they will. It teaches the public to expect fresh and fashionable goods when a special sale is held, and they soon learn that a special sale in that particular store does not mean that a lot of old junk will be thrown upon the bargain counters or that the goods offered are shopworn or out of style. The public confidence is gained, and this results in much business. It helps to make steady customers out of those who are apt to run around from store to store, looking for the best values.

The advertising of special sales is merely a rounding up of the people who are in the market for the goods on sale, and either driving or coaxing them into the store. Toward the tail end of the sale, extra inducements must be offered to bring in the stragglers.

When a sale is allowed to die out naturally, or when the time limit has been reached, all trace of the sale should be removed from the store. The writer has seen bargain tables left standing in some of the smaller stores for six weeks or more after a special clearance is over. The same price cards were used as were used during the sale, showing that the bargains were not wanted at those prices, or they would not have been there, but sold long ago. This is a very poor policy to pursue. Every customer entering that store during those six weeks saw these over-ripe bargains, and it must have had a detrimental effect upon the trade of that store. These goods should have been cut deeper in price the last week of the sale; or they should have been put out of sight, and held over for the next sale. They certainly should not have been left exposed as a tell-tale of their failure to move during a month's clearance sale.

The great buying public, especially that part of it consisting of women, has been educated to expect reductions in the prices of certain goods at certain seasons of the year. Many of them will put off their

purchases for weeks, or even months, awaiting the time when the special sale is due.

The hatter commences to clear out his straw hats in July. This seems rather early to do this, but it has become a custom which must be followed pretty closely. It is policy for the hatter to sell all the better grade goods he can before that. He usually pushes them with enthusiasm and system. Cheaper grades are held back and only produced as a last resort. But when the "glorious fourth" arrives, the cheaper goods are brought to the fore and the better goods held back (apparently), reluctantly being shown when demanded.

In January, women look for cut prices on cloaks and coats. Do they get them? Just glance through the advertising columns of the papers during that month and see the feast set before them. Merchants are anxious to close out their slower selling lines. Back of them manufacturers are also anxious to clean up on winter clothes. Between the manufacturer and retailer lines are offered at surprisingly low prices.

Any merchant who has held back his lines, at these times when the more energetic are slaughtering theirs, under the plea that there is no

profit in cutting prices, has usually lost more in the end than he could have gained by joining the procession and adding one more sale to the already large number.

There is a time for the special sale and a time for the clearance sale. The sale should be held at that time, although special sales can be made quite successful even when held out of season.

Almost any line of goods can be sold at any time. Straw hats would be hard to dispose of in mid-winter at any price, but overcoats can readily be sold in mid-summer when there is a good reason for their being offered then. The price inducements must be such that would mean a great loss to the merchant, but the fact remains that they could be sold. Such offerings of merchandise is never advisable and should not be attempted unless it is absolutely necessary.

After Christmas Clearing Sale

The Greatest Sale Ever Inaugurated—The Most
Stupendous Bargains Ever Offered

The Winkler Store stands pre-eminently the best jewelry store, with the best all the year around values. The extraordinary reductions, therefore, from our usual close prices are wonderful in the extreme, and will appeal to the economical eye of every purchaser in the entire country. Remember we mark all goods to plain figures, therefore you can readily see what

25 PER CENT DISCOUNT
means to you. Here are a few of the many Bargains.

Elgin or Waltham Open Face Watches—
Regular price.....\$7.00—Sale price \$5.25
Elgin or Waltham Hunting Case Watches,
15 jewels—
Regular price.....\$10.00—Sale price \$7.50
Elgin or Waltham Hunting Case solid gold
watches—
Regular price.....\$12.00—Sale price \$9.00
Solid gold rings, reg. price \$4.00—Sale price \$3.00
Watch Chains, reg. price \$5.00—Sale price \$3.75
Solid gold Brooches, reg. price \$3.00—Sale price \$2.25
Gold filled Brooches, reg. price \$1.50—Sale price \$1.10
Solid gold Diamond Brooches, 1000—
Regular price.....\$1.49.00—Sale price \$1.12.15
Solid gold Diamond and Pearl Brooches—
1 Diamond, 8 Pearls—
Regular price.....\$1.00—Sale price \$.60.75

Solid Gold Diamond Rings, one stones—
Regular price.....\$19.00—Sale price \$14.25
Solid Gold Diamond Ring, one stones—
Regular price.....\$17.00—Sale price \$12.75
Solid Gold Diamond Ring, five stones—
Regular price.....\$49.50—Sale price \$37.00
Solid Gold Diamond Ring, 3 stones (Gems)
Regular price.....\$15.00—Sale price \$11.25
Solid Gold Diamond Rings, make (Gems)
Regular price.....\$19.50—Sale price \$14.60
Solid Gold Diamond Brooches, 1 stone—
Regular price.....\$40.00—Sale price \$30.00
Solid Gold Diamond Brooches, 3 stones—
Regular price.....\$125.00—Sale price \$93.75

Our Glass, hand-made China, Silverware, Stationery, Clocks, Umbrellas, and to list everything in the house goes at 25% per cent discount, except uncollectible goods.

Such prices are unheard of, especially on high grade goods, come and take full advantage of these extraordinary values, the stock must be sold, don't delay—Come now

Remember, satisfaction or your money back
You have never heard of such an offer before

SALE CLOSES JANUARY, 15TH, 1910

WINKLER JEWELRY COMPANY
Cedar Street Holdenville Oklahoma

CHAPTER XXXVII.

THE SPECIAL SALE

THE object of a special sale is usually of a twofold nature. First, to make a noise; to attract attention; to draw more people to the store; to increase sales. Second, to close out lines that have been purchased at a particularly attractive price, or to reduce the stock of some line that has been a slow seller or of which too many were purchased, in as short a time as possible.

The result, as stated in a previous chapter, is usually an increased business at an increased profit and the making of many new friends for the store.

The necessity of a sale arising, or it being found desirable to hold a sale for some reason, it must have a name. More depends on the name than would appear possible to the casual observer. A poor name has been known to kill a sale that should have been eminently successful. "Special Sale" is hardly sufficient now to attract attention, it has been used so often that it is often overlooked in the search for something new.

Having decided to have a sale and selected a name for it, the preparations begin. First of all the goods must be there to be sold. It is folly to advertise a line of goods at a very low price only to have them all sold an hour before the sale opens. People must not be disappointed in this way. Have plenty or say there are only a few which will all be sold out early in the day.

The usual method of advertising a sale is to make special announcements in the newspapers, using large spaces; by announcing the event through circulars mailed to the firm's list of prospective customers, and by house to house distribution. Special interior and window displays also form an important part in advertising a sale.

The newspaper advertising of a sale is very important. There is no way in which a merchant can waste money so easily as in newspaper space. It can be wasted by using too little space as easily as by using too much.

A live merchant began advertising a special clearance sale by arousing public curiosity. He had the word "Listen" inserted between every news article in his daily paper for several days previous to his announcements of the sale. This started people wondering at first, then to talking about it and asking one another what it meant. In the course of time a page advertisement was inserted and a "Listen Sale" was inaugurated.

By this simple means this merchant derived double value in his advertising. People talked about the odd name for the sale and advertised

it. They talked about the merchant and congratulated him upon his original ideas. He was held up before all eyes as a splendid advertiser. A reputation of that kind is usually as good as a bank account.

The size of the advertisements used must be determined to a great extent by two things: first, the cost of the space; second, the custom of the town. If it is customary to use half pages to announce the bargains at special sales, a merchant can hardly expect quarter pages to make the sale a success. The cost must be considered, it is true, but the large advertisement, the king-pin of them all, must be as large as that used by others in the same paper, and sometimes even larger. The size of the space used has become so closely associated in the minds of the public with the importance of the event that large spaces pay better in these cases than smaller ones, even if the announcements are inserted fewer times. The tendency towards the use of very large advertisements must some day turn from an extravagance of this kind. At the present writing, some stores are using all the way from two to forty-eight pages in an effort to create a wide impression of efficiency and worth. This plunging in the use of advertising space is not near so effective in the long run as smaller spaces used regularly.

It is sometimes possible to place a limit on the length of these special sales. If the merchant has held many of them, he knows pretty well just how long it will take to dispose of the lines to be sold. In that case he can announce the sale for so many days, and thus concentrate the business within the time. But if he is supplementing the sale goods from his regular stock, as is often done when seasons are fairly well advanced, or when stocks are usually high, he will wish to continue the sale as long as any interest is shown. He will find that a large advertisement used whenever interest seems to lag, will again revive interest.



JULY SALE
— A Women's and Men's —

High Class Tailored Suits

In splendid new materials, Serge,
Mohair, Rayon Silk and T-velvet;
Gowns regularly marked from
\$25 to \$35, for..... **\$15**

New English Traveling Coats
In T-velvet and Hosiery..... **\$22.50**

The House of George
Washington Arcade. 256 Woodward

The July sale of the House of George, Detroit, Mich., is advertised in a quiet and dignified manner. By advertising specials, the public is brought to the store when other goods at sale prices are on show. This results many times in more sales of unadvertised lines than of the advertised specials.

The Bullock Shoe Co. advertise a special sale of 300 dozen women's fine silk and lisle hose at one-third to one-half off regular prices. This

special sale was inaugurated to acquaint the public with the fact that the Bullock Shoe Co. sell hosiery as well as shoes. Incidentally, the firm made money on the hose sold at this sale and sold shoes as well.

Louis Rosenthal's ladies' ready-to-wear store offers millinery at a surprisingly low price—price counts.

Freundlich advertises alarm clocks—no, upon a second look it is belts for 35c. If it were not for the prices quoted on the pants offered in this advertisement, it would have been a puzzle as to whether ladies' or men's belts were being offered. Freundlich had better cut out that syndicate service and use his own grey matter a little.



Spot Cash Did It! A Lucky Purchase
300 Dozen Women's Fine Silk and Lisle Hose
1-3 To 1-2 Off!

We recently purchased from one of the largest importers of hosiery 300 dozen women's silk and lisle hose at practically the original cost to the manufacturer. By putting SPOT CASH and taking the money for the importer made his big commission in price.

In order to insure against the buying public with the "take-along" of our hosiery department as well as to encourage the buying of shoes and BOOTS under the same roof we will offer the entire purchase at practically HALF the regular selling price.

Every woman in this community should attend this

Hosiery Sale Extraordinary

LOT No. 1-30 dozen women's beautiful silk hose, deep grey top, shown in black only. Values up to \$2.00. Spot Cash: \$1.18	LOT No. 4-60 dozen silk and lisle half spotted heels, grey tops. Values up to \$2.00. Spot Cash: \$1.18
LOT No. 7-15 dozen women's pure silk hose, grey top, half foot, black and white. Values up to \$1.50. Spot Cash: \$1.00	LOT No. 16-25 dozen women's silk hose, half foot, double heels and toes, grey tops. Values up to \$1.50. Spot Cash: \$1.00
LOT No. 26-30 dozen women's pure silk hose, grey top, lisle foot. Values up to \$1.50. Spot Cash: \$1.00	LOT No. 31-40 dozen women's silk hose, half foot, double heels and toes, grey tops. Values up to \$1.50. Spot Cash: \$1.00

SALE BEGINS MONDAY

See Windows. **BULLOCK SHOE CO.** See Windows.

Louis Rosenthal's Ladies' Ready-to-Wear Store

Millinery

An opportunity to purchase a Hat at your own price.

Values \$3.50, \$4, \$5.00 and \$6.00, at

\$1.98

See Window Display

Occasional special sales can be made to benefit any line of business. They offer an outlet for slow-moving stock and for special purchases at bargain prices. There is no better method known for increasing sales and profits in a short period of time. This method may be likened to the hot house forcing of the florist. By extra care and special methods he can make flowers grow out of season. By the special sale method a merchant can produce business in dull seasons.

This method of doing business means that the merchant must be aggressive and alive. There is considerable more work and worry encountered in special sale methods than in the take-things-easy-let-business-come-if-it-will style. The firm who undertakes to force business is always the successful one—the other exists merely on sufferance.

Beside the newspaper, advertising circulars or dodgers are usually used. They very often are merely a copy of the first large advertisement

that appeared in the newspaper. These are printed on a little better paper and mailed or distributed from house to house.

The window and interior displays at a special sale are of equal importance with the newspaper advertising. These displays are often overlooked entirely. Show cards and price tickets should be used in the window and the store wherever there is a place to use them. The more the better. The goods shown must not be piled up in pyramids in the windows and scattered loosely on bargain counters. There is nothing that cheapens a store like this treatment of goods. Neatness should characterize the display of cut-price goods as much as it does that of the daintiest and finest of wares.

Wake up !!!
now is the time to buy clothes



MR. DRESSER,
NOW IS THE TIME TO BUY YOUR CLOTHES.
BECAUSE THE LINES WE WISH TO CLOSE WILL
GET SHORTER EVERY DAY FROM RIGHT NOW
ON. YOU CANNOT GET AS GOOD A PICK, TO-
MORROW AS YOU CAN TODAY.

Fremdlich
CORNER 2 PUBLIC SQUARE

38 Doz. Belts

Sample line, all sizes 32,
worth from 50c to \$1.
your choice

35cts

Pants Sale

All sorts of Pants, worth
\$2, \$2.50, \$3 and \$3.50.
your choice

\$1.65

CHAPTER XXXVIII.

SUCCESSFUL SALES NAMES

SOME of these sales are of minor importance while others have been the means of selling thousands and hundreds of thousands of dollars worth of merchandise in an incredibly short space of time. In most cases the name suggests the methods followed in presenting the sale before the public.

These sales names have been taken from advertisements that have actually appeared during the past two years and are therefore the latest ideas in sales names. There are thousands of others that might have been selected, but there are a sufficient number given here to assist any advertiser in selecting a suitable name for his sale.

- A stupendous five-day sale.
- Mid-winter riddance sale.
- General reduction sale.
- Reinforcement sale.
- Honest sale.
- Drastic clearance sale.
- Challenge sale.
- The beneficial blizzard of white goods still storms the store with its January economies.
- Monster department wrecking sale.
- Grand ripping out sale.
- The great end-of-the-season sale.
- The sale the people are waiting for.
- The great winning windup sale.
- Remnant sale.
- This is the crucial sale.
- Surprise sale.
- Unloading sale.
- The seven-day sale.
- Great determination sale.
- A clearing sale that will clear.
- The summer adjustment sale.
- A sale of little things.
- Annual public benefit sale.
- All-over-the-house special sale.
- Fifth birthday party sale.
- Transformation sale.
- Sale of odd pieces at odd prices.
- Manufacturers' outlet sale.
- Scientific management sale.
- Tearing-out sale.
- Great five-minute sale.
- Monster clearing sale.
- Factory and store stock adjustment sale.
- Assistant buyer's sale.
- Aviation sale.
- Value-giving extraordinary sale.
- Thanksgiving annual sale.
- A successful sale of —.
- Season-end sales.
- Shirt-line sale.
- Great expansion sale.
- Short-length sale.
- Incorporation sale.
- Clear the deck sale.
- School-opening sale.
- Final round-up sale.
- Give-away sale.
- "Welcome home" sale.
- An exhibition sale.
- Carnival sale.
- Quit-business sale.
- Forced-out sale.
- Final retiring-from-business sale.
- Red-letter clearance sale.
- Six-acre sale.
- Realization sale.
- Spot-cash sale.
- A real-money saving sale.
- A sale that is a sale.
- Demonstration sale.
- The great get--your--money--back sale.
- Birthday anniversary celebration.
- Our great annual silk sale.
- Pre-holiday room-making sale.
- Parting sale.
- Daring December distance sale.
- Quit-business sale.
- The protection benefit sale.
- The greatest of all remodeling sales.
- Mill-outlet sale.
- A sincere sale.
- The startling sale.
- Drapery sale.
- Fall carpet sale.
- Great November piano sale.
- Annual November sale of notions.
- Special cloak sale.
- Great department managers' sale.
- Clearing sale of gold wall-paper.
- A lace sale extraordinary.
- Two days' sale.
- Great mid-month bargain sale.
- Special sale of portiers.
- Liquidation sale.
- Pound paper sale.
- Sale of odds and ends.
- A dollar dress goods sale.
- September fur sale.
- Last and greatest sale of summer.

- Annual low price sale.
White sale.
Odds and ends sale.
Rummage sale.
Money saving sale.
September furniture sale.
Expansion sale.
Rebuilding sale.
Between seasons bargain bits.
Nine suit sale.
Dump sale of good shoes.
Keep busy sale.
Pre-inventory sale.
Inventory sale.
Stock-taking sale.
Department managers' sale.
Trade sale.
A howling sale of ——. .
Two-dollar sale.
Quarter-of-a-century sale.
Great one-cent sale.
Room-making sale.
A bargain-aisle sale.
Drop-curtain sale.
Golden anniversary jubilee sale.
Make-room sale.
Necessity sale.
Success sale.
Closing-out sale.
Great 10 per cent. discount sale.
One-day sale.
Clean-up sale.
Great pre-holiday clearing sale.
Great stock-reducing sale.
The ripper sale — when we rip
prices in two.
Price-revisal sale.
Economy sale.
Sensational half-price sale.
Big slaughter sale.
A thrilling silk sale.
The big suit sale.
A mammoth silk sale.
A \$20,000 sacrifice sale.
Sale of importance.
201st Friday bargain sale.
Rare sale.
Great shoe sale.
Noonday sale.
A very special sale.
Jobbers' and manufacturers' sale.
Free-gift sale.
Great sample-waist sale.
A hosiery sale.
Table-day sale.
Phenomenal suit sale.
A great Friday dress-goods sale.
Great discount sale.
Big cash-clearance sale.
Our big end-of-the-week sale.
Grand millinery-opening sale.
The fire sale.
Twelve-day removal sale.
Prosperity sale.
The great cyclone sale.
Consolidation sale.
A sweeping sale.
A clean-sweep sale.
Receivers' sale.
Sensational sale.
Sale of manufacturers' samples.
Sale of black silks.
Corn celebration and harvest sale.
Special-purchase sale.
Clearance sale of groceries.
A sale of albatross.
Annual Thanksgiving linen sale.
Big sacrifice sale.
Sale of fern dishes.
Mid-month sale.
Greatest glove sale in the West.
Black dress goods sale.
Sale of odd curtains.
Friday shoe sale.
A slaughter sale.
Rich cut-glass sale.
Great October reduction sale.
A sale of high-grade leather-cov-
ered furniture.
October sterling-silver sale.
Sale of neckwear.
Important waist sale.
Another mid-month grocery sale.
Enormous silk-purchase sale.

- Most wonderful bargain giving sale.
 Money-raising sale.
 Hosiery sale.
 Extraordinary sale.
 The Saturday picture sale.
 Carnival week sale.
 Dissolution sale.
 Extraordinary sale of gloves under regular prices.
 Great sample sale of rugs in carpet sizes.
 Between-seasons sale.
 A great sale of small things.
 Sample sale of shoes.
 Great re-opening sale.
 September notion sale.
 One week iron-bed sale.
 Salvage and wreckage sale.
 Removal sale.
 School-suit sale.
 Great introductory silk sale.
 Our semi-annual sale.
 Wash-waist sale.
 No excuse sale.
 Friday hour sale.
 Grand fall opening and anniversary sale.
 Special sale of new fall styles.
 Semi-annual dollar sale.
 Pant sale.
 Trade-stirring sale.
 Timely sale of household fixings.
 Great special sale.
 Big blanket sale.
 Out-of-the-ordinary sale.
 Attention sale.
 Annual October lace-curtain sale.
 Home-stretch sale.
 See-saw sale.
 Blue-pencil price sale.
 Special three days' sale.
 Mammoth improvement and remodeling sale.
 Great shirt sale.
 Two remarkable sales.
 Great re-opening sale.
- Improvement sale.
 Record-breaking sale.
 General reduction sale.
 A forced sale.
 Linen-clearance sale.
 Our summer white sale.
 Great anniversary sale.
 Morning sales.
 Greatest of our challenge sales.
 A picture sale for picture lovers.
 Our May undermuslin sale.
 Sale of some interest.
 A gigantic sale.
 A stupendous silk sale.
 A gigantic silk sale.
 A Christmas sale of suits.
 Sale of cut glass.
 Holiday sale of pianos.
 Wonderful sale of new furs.
 Another silk petticoat sale.
 Cut glass sale.
 Sale of holiday umbrellas.
 A very important fur sale.
 The greatest coat sale.
 Gigantic unloading sale.
 Big receiver's shoe sale.
 Annual Thanksgiving china sale.
 Boy's suit sale.
 Evening sale of men's overcoats.
 Sale of groceries and wines for Christmas.
 Merry Christmas sale.
 Sale of beautiful lingerie waists.
 Domestic rug sale.
 Great blanket and robe sale.
 Our first fall sale.
 Great special suit sale.
 A grand fall carpet sale.
 Clearance sale of street hats.
 Inauguration sale.
 Sale of carpet rugs.
 A one-day drapery sale.
 The Christmas sale of fancy china and rich cut glass.
 Holiday sale of handkerchiefs at lowest prices.
 A great watch sale.

Our glorious lace curtain sale.	Sale of black suits.
Sideboard sale.	Bargain sale.
The greatest sale of women's outer garments.	Holiday sale of fine furs.
Annual December sale of muslin underwear.	Sensational holiday rug sale.
Special Christmas sale of furs.	Oil painting sale.
Pre-holiday sale of silks.	Japanese china sale.
Christmas jubilee sale.	Meat sale.
	Imported Japanese china sale.
	Unusual sale of black goods.

CHAPTER XXXIX.

CLEARANCE SALES

THE semi-annual clearance sale is a settled institution in many stores. Year after year many merchants spend considerable time and money on their clearance sales. They would not try to do business without the use of a clearance sale twice a year.

The semi-annual clearance sale is of vast importance to every merchant handling apparel of any kind. There is now such a marked distinction between most of the goods worn in different seasons that it is absolutely necessary to clean up each season's goods in that season. In the majority of cases, even in staple lines, it does not pay to carry any lines over from one season to another. Styles are changing so rapidly and the public are being educated to wear only stylish goods, so that a merchant risks great losses by trying to palm off last season's styles as new. "Give us something new—something different" is the cry on every hand, and the manufacturer and retailer are eagerly trying to fulfill the demand.

In a great many cases merchants find that it pays to go into the market and pick up seasonable lines to be placed on sale at these clearance sales. These goods must be purchased at a price concession sufficiently large to yield a profit when being retailed at a reduction from regular price.

Merchants with a large outlet find no difficulty in picking up considerable stock in this way. The end of the season is still in sight for the retailer, but with the wholesaler it is different. The end of the season is past due and they are working on next season's lines. They usually have considerable stock left on their hands, some being countermands, others being returned goods, while others may never have been shipped because turned out too late. The wholesaler welcomes the retailer who

approaches him with cash in hands, and sells at a loss rather than hold them for a better offer.

The clearance sale can be made of considerable importance and can be the means of increasing a store's output to a considerable extent. The grocer even could find it to his advantage to hold a clearance sale. He can make slight reductions on lines that are ready sellers and cut the price deeper on lines that ought to be sold before their freshness is gone. In his case the advertising must be slightly different from that of the dealer in ready-made garments. He might call it an inventory sale and with considerable ingenuity bring the people to think that his sole object in selling at cut prices is to save a lot of time in measuring bulk goods and in counting the innumerable lots of small things they sell. Should he have any goods that are stale and undesirable he had better throw them into the garbage can and save himself a whole lot of trouble.

Usually the clearance sale should be made to serve two objects: First, to clear the stock of odds and ends, stickers, left-overs, shop-worn and damaged goods and any undesirable articles he may have; second, to make as many new acquaintances as possible.

Price is a magnet; low prices attract and high prices repel. A clearance sale with its huge list of low prices will draw people into a store quicker than any other means that can be used. At least a part of these new customers will stay with a store and become staunch and true exponents of the truth that "a satisfied customer is the store's best advertisement."

Besides being an outlet for goods, desirable and undesirable, the clearance sale is valuable because it acts as a business tonic. Coming as it does when trade is dull and there is very little regular trade, it livens up the store. It also helps to keep the sales force in working trim.

A clearance sale is of little use unless there are plenty of bargains. These are usually to be found in the odds and ends that have accumulated during the preceding six months. It's hardly necessary to say that the cost price should never be thought of in making the selling price of these goods. They should be marked at a price low enough to make them move out even if that price is only half of the original cost. First losses are usually found to be the smallest.

Besides the bargains, the successful clearance sale demands a number of leaders. These leaders are to be used as baits and stimulators. The leaders should be desirable goods for which there is a steady demand. If a few cents are lost on each leader sold it is made up in the general effect they have on the sale.

Several of these leaders must be offered at the opening of the sale and the rest held back. They are only to be brought forward as required to increase interest in the sale. In this manner a sale can be kept up for a month with little trouble—provided, of course, there are goods in sufficient quantities to be sold at cut prices.

As sale advertising is primarily intended to bring the crowds to the store, every available space should be given up to displaying the marked-

down goods. The more lines openly displayed the more sales result from the sale. Price tickets plentifully used are a great time-saver in these special sales.

The same method should be followed in the advertising of a clearance sale as in the special sale. The advertisement differing only in that they partake more of the catalogue of lines and prices. These prices must be cut prices if they are to be of any use in drawing people to a sale. The cut in price should be made very prominent. Large type



It Starts Tomorrow!!!

Our Semi-Annual Suit Sale Begins at 8 in the Morning

To enforce the strict policy of this store---never to carry over a single garment---we offer our entire stock of select suits, including Blue serges and Blacks at the following sharp reductions:

\$15.00 Suits.....	\$9.85	\$25.00 Suits.....	\$17.50
\$18.00 Suits.....	\$11.50	\$27.50 Suits.....	\$19.50
\$20.00 Suits.....	\$13.50	\$30.00 Suits.....	\$21.50
\$22.50 Suits.....	\$15.50	\$35.00 Suits.....	\$24.50

Remember:--Every suit is of this season's mode, assembled here from America's smartest fashion shops, and an inspection will repay you, if for no other reason than to see what luxury is possible in Felix Clothes.

Felix & Sons
629-631 Kansas Avenue

prices emphasize the magnitude of their value in the eyes of many people so that large black-faced type should be freely used.

The advertisement of Felix & Sons, Topeka, Kas., is a splendid example of a sale advertisement intended for man's reading. The fact that this firm maintains a standard for new goods for each new season is brought out with such force that the prices quoted will bring in many who would otherwise be skeptical.

There should be a large measure of enthusiasm manifest in these sales. Every salesman must believe that he is giving special values; he must also impress this fact on the minds of his customers. This enthusiasm should never extend as far as exaggeration, however, because that makes the advertiser out a liar. A lie is a hard thing to live down.

A few illustrations might add to the appearance of this advertisement, but it is pleasing as it is with its symmetrical arrangement of items and prices.

O'Neill's final clearance sale advertisement is quiet and not nearly so attractive at first sight, yet it will sell goods as surely as that of The Central.

The A. E. Pitts Shoe House, Columbus, O., advertises "a sale without a rival in speaking distance." They also inform the public that they will give no lengthy details—but are sure they can fill any desire. This firm is over sanguine and confident. They forget that the buyer desires details more than anything else.

This advertisement would form an excellent introduction to a more complete announcement of the details. [See page 266.]

A sale without a rival in speaking distance



**The 60th
Half-Year
SHOE
SALE**

Every pair of shoes, if lined up for inspection in this sale event, will see the mark with exactitude and stand the closest scrutiny for all the good points that make high quality footwear.

A business larger than WE ever knew is coming in, because bargains greater than YOU have known are going out.

ALL THE FAMILY
Can share in finest shoes at prices greatly minimized.

No lengthy details—but we're sure you can fill any desire.

THE A. E. PITTS
162 N. HIGH ST.

Porch Furniture

**Final Windup
Sale**

SAVE  **2**
and
more

A Great Snap for Monday

\$1.10

Worth \$2.50
Come Early for These

100 of these popular Mission Arm Chairs, large, comfortable, durable, solid oak, finished in forest green, worth \$1.40, sale price... **\$1.10**

50 00 47 00 and 44 00 double rocker, choice... **\$2.95**
12 fine Green Swaying, worth 24 00, choice... **\$2.75**
45 00 46 00 and 47 00 Rockers and Arm Chairs choice **\$2.95**
4 Mission 6 ft Swings, were \$14 00, choice... **\$5.95**
8 Green 4-ft Swings, were \$6 50, choice... **\$3.95**

Big Reduction on Refrigerators

Sander & Recker
Furniture Co.
219-221-223 East Washington Street

Sander & Recker advertise porch furniture at a saving of one-half. The unusual display of this advertisement must have attracted attention to the excellent offers made therein.

Jackson's announcement is out of the ordinary as is that of Knox, the Tailors. That of Jackson's is almost too general to create much of a stir among the readers of newspapers, yet for all that might make good with a store like Jackson's. The white on black advertisement of Knox, the Tailors, is harder to read than black on white, but is sure to get a reading out of curiosity if for no other reason.

KAHN'S
Second Tag Sale
money can't get more

KAHN'S
Money Saving
**SHOE
SALE**
Ends Saturday

KAHN'S
Second Tag Sale
money can't get more

Low... **49¢**
Old Price **\$5.99**
Sale Price **\$2.45**
Shoe... **8¢**

The price of shoes on sale at Kahn's are as out of proportion with the quality that it is impossible for you to tell anything about them unless you pay this store a visit. There are not shoes bought for a sale, but part of the regular stock of the old Third Store Co. We have decided to make this the most popular shoe store in this city, both for men and women and are taking this means of being introduced to new trade. Five minutes in this store will tell you more than we can tell here.
Sale ends Saturday night, when second sale will come to these prices.

All Low Cut Ladies' Shoes of the Best stock regardless of value, sizes 7 to 11-2 **\$1.15**

KAHN'S
8 Dextor Ave. 8 Dextor Ave.

Jackson's
6th Ave. 17th Street

On Account of the Season Being Well advanced we will dispose of our Entire Remaining Stock


Suits — Coats — Dresses

At very Little Prices Presenting an Extraordinary chance to Pick up Bargains

Women's & Misses' Suits To-morrow **7.50 9.75 12.75**
Women's & Misses' Dresses To-morrow **5.95 7.50 9.75**
Women's & Misses' Coats To-morrow **5.00 6.75 10.00**

I·NEED·THE·MONEY!

EVERY DOLLAR'S WORTH OF SUMMER WOOLENS IN MY STORE MUST BE SOLD



COMMENCING SATURDAY
JULY 9TH YOU MAY
HAVE UNLIMITED CHOICE
OF ANY SUITING—
REGULAR \$25 & \$30
CLOTHS MADE
TO YOUR
ORDER FOR

\$15

EVERY GARMENT WILL BE MADE WITH THE EXCLUSIVE KNOX CONCAVE SHOULDER, CLOSE FITTING COLLAR AND NEVER BREAK FRONT. JUST THE SAME HIGH GRADE WORKMANSHIP AS WHEN REGULAR PRICES ARE PAID.

67 5. HIGH
OPP.
STATE
HOUSE

KNOX


THE TAILORS.

OPEN
EVENINGS
DURING THIS
SALE.

Kahn's money-saving shoe sale advertisement introduces a novel feature in the price tag showing old price and sale price. A few more details and not so much beating around the bush might make it a better sale advertisement. Taken as one of a series in which the others were more specific this is a good piece of advertising.

S. N. Wood & Co., Oakland and San Francisco, Cal., have a display that is likely to catch the eye. The headline is particularly apt. The prices quoted are explicit and the talk is convincing.

Got Yours Yet?



\$10 Suits	\$15 Suits	\$20 Suits	\$25 Suits	\$30 Suits
For	For	For	For	For
\$7.50	\$11.25	\$15.00	\$18.75	\$22.50

These suits are Spring and Summer weights—and Summer isn't over yet by far. But we are receiving daily shipments now of the New Fall Suits and must make room for them. Look over those prices again—see where you can save some money?

The man we can't fit doesn't exist

<p>Boys' Clothing Bargains Sailor and Russian Suits all reduced to one-half former prices.</p>	<p>The 'Persiah' Tie New and Stunning, 50c</p>	<p>"The Chester" Best 35 Boys' Suit in the World. The Ideal School Suit</p>
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OAKLAND
Washington
at 11th

S·N·WOOD & CO.

SAN
FRANCISCO
Market at 4th

CHAPTER XL.

SALES INTRODUCTIONS

FROM among the following sales introductions the advertising student can secure a number of good ideas for his special sales. It will be seen from these how easily a name, when once applied to a sale, lends itself to making up a good, readable "story" and adds interest in the eyes of the reader to the advertisement.

BOOBY SALE

Consolation sale. Bargains for those who were unable to get to the first sale should be made the theme, a sort of consolation bargain list. Stimulation sale to stimulate business during quiet months. Booby sale. You've all heard of booby prizes for those who failed to secure prizes of greater honor. This (booby sale) is especially planned for those who failed to secure their share of the bargains at our January clearance sale, etc.—*A. C. Smith, Thamesville, Ont.*

BOYS' CLOTHING SALE

An all-around sale of boys' and youths' clothing. A really extraordinary money-saving buying time long before the season is over—in order to do us good and to allow our customers the benefit of present-season prices. The importance of this event is best told by the price lots—arranged on special tables—but to which we add the choice of all other lines in this section at special prices—so whether you buy from any of the advertised lots or not you are bound to save money—come tomorrow.—*L. S. Plaut & Co., Newark, N. J.*

DRESS GOODS SALE

Most wonderful values in our dress goods—bargains greater than those offered in any previous sales. But it's the turn of the colored dress goods for a big rushing clearance—such a sale, such values, such money saved to the fortunate buyers as you'll not hear of again for many a day. Every shrewd shopper in the city will come for a share of the savings. Impossible to sacrifice more than twenty pieces of good merchandise like this—so the table full you'll find in our main aisle with the big seventy-five-cent sign on it will contain all the bargains. Risk no delay—be one of the earliest at the sale if you can.—*W. R. Lawfer & Co., Allentown, Pa.*

EXECUTORS' SALE

We cannot tell exactly when it will end. This executors' sale is a marvel even to the keenest buyer. The goodness of the goods, the smallness in prices, the rapidity with which each bargain is picked up, is a fair criterion that what we offer is away below usual selling prices. We are ferreting out all odd lots, and for Saturday's selling we have some rousers.—*The Imperial, Winnipeg, Can.*

FOOTWEAR SALES

Here's the story. We've taken from regular stock all the three, four and six pair lots. When thrown together this makes a big lot of bargains. Shoes for men, women, children and boys, small lots to clear out. Nearly 500 pairs all together. They'll be piled out on the tables, all mixed up—each pair tied together. Only four prices—98c, \$1.25, \$1.50 and \$1.98. The size and price will be marked on each pair of shoes. Shoes of patent coltskin, velour calf, vici kid, box calf, satin calf and dongola. Lace, button and congress—light and heavy soles—capped and plain toes. Almost any kind of a shoe you may wish—probably your size. Remember, not all sizes of all different kinds. Shoes for every one—the greatest sale we've held in many a day—come, dig out a pair for yourself, your wife, your husband or your children. You'll save money; it doesn't matter what pair you buy.—*Jones Dry Goods Co., Topeka, Kansas.*

A special under-price sale for a limited time only, of high-grade dependable footwear for women, children and men—footwear that is dependable in every way, stylish, comfortable and perfect-fitting, made by skilled workmen from well-selected stock. Among them are many of our well-known makes. In this special cut-price sale we have marked all winter stocks so extremely low, so as to insure a quick and positive clear-up of this season's stocks. See window display.—*H. Leh & Co., Allentown, Pa.*

FIVE CENT SALE

Tomorrow's big five cent sale is to be the dandiest of all the single price events. For 5c. you have the privilege of choosing from forty articles. This great "Nickel Affair" is to be the last we are to give during March—it is to be better than any of the former single-price sales we have held, so maybe it is your duty to be here and see as much of the merchandise as you possibly can. Everything included in this "Half Dime" sale will be displayed in its respective department; yards of goods will be found at the wash and dress goods counter, ribbons and small wares can be seen at the notion and trimming section, and so on.—*Philadelphia Bargain Store, Trenton, N. J.*

FUR SALE

Come to the big fur sale. We must dispose of all our stock now. We would rather give you the advantage of our cut prices than to take

them away with us. This is the greatest opportunity you have ever had to get furs below cost. Open evenings to accommodate you.—*New York Furrier Co., Trenton, N. J.*

FURNITURE SALES

Today we announce the sale that Trenton folk have been waiting for—Kaufman's greatest of all February furniture sales—a sale that includes only furniture that is characterized by reliability in every detail. It is furniture that combines the ornamental with the useful, the beautiful with the durable; every piece made of seasoned wood, strongly, substantially put together; fashioned in the most artistic designs. Those who are acquainted with the unusually low prices that have made our department of dependable furniture so very popular will appreciate the extraordinary opportunity this reduction sale offers. Of course, you understand that gold trading stamps alone give you the advantage of a three per cent. discount. Then, too, there are these two very important facts that make this year's sale the greatest furniture event that we have ever announced: First—Prices on all furniture all over the country were advanced ten per cent. January 1st. We heard of this advance in prices early enough to place our orders before the change took effect. Thus we bought at the old price and can therefore afford to reduce our prices for this sale from the old prices. Second—Our furniture department has expanded greatly during the past year and you will find us well supplied with much larger and even finer assortments than we have heretofore carried. Just glance over this list, note the remarkable price clippings and then come and let us furnish your room or home at savings of anywhere from a third to a half the price usually asked.—*Kaufman's, Trenton, N. J.*

The greatest of all March furniture sales. Clearing the balance of our great purchase of sample furniture at twenty per cent. to forty per cent. less. Everything is new, bright and attractive, high-grade, serviceable qualities in artistic designs and beautiful finish. It will be well worth your while to see this magnificent stock and make a comparison of the prices we quote with those asked elsewhere for the same grade. You'll find there's a decided money-saving on every piece offered.—*Gimbel Bros., Milwaukee, Wis.*

GOING-AWAY SALE

A noteworthy "going-away" sale! Perfumery, toilet articles and rubber goods. If you are going away to the seashore, mountains or country, it is advisable to buy such toilet supplies as you'll need, before you start. The drug store at your summer resort may not have your favorite brand of this, that and the other, and besides the prices are a great deal higher than here. As we have cut our regular low prices you make a double saving by buying at this sale, which starts this morning and continues all this week.—*Wise, Smith & Co., Hartford, Conn.*

HOSIERY SALE

Now for a six-day hustling hosiery sale. We have got the best of reasons for inaugurating a sale of hosiery just now. Got too much hosiery—too many late shipments arrived simultaneously. We have got the best of reasons why we should not hold a sale of hosiery just now. Indications are for a still further advance in wool. But the stock man is obdurate. Says stocks must come down. So we'll hold a sale. And it will be an event that will rival the brilliant success of our ribbon sale. Values as good, if not better. Assortments equally as comprehensive. The majority of this hosiery, owing to an advance in wool subsequent to our orders, has been made at a loss. Think then of the splendid values this sale offers in making reductions from our regular prices and them so low.—*T. Eaton Co., Winnipeg, Can.*

"HOUSEHOLD THINGS" SALE

March sales: Two little words that bring you just a hint of most important savings on articles especially desired for the home—so-called "household things." Every resource of the store organization has been drawn upon most energetically to make the values more pronounced than in any sale of the past. How well we have done our work is now for you to say. The various sections concerned speak for themselves in no uncertain way, as witness the items below. The sale begins this morning.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

JANUARY CLEARANCE SALE

Just a word if you please about the January clearing sale. This is the one time right after the holidays when we find we have many lines and odds and ends in fall and winter goods we would prefer to turn into ready cash rather than carry goods over to another season. Just after Christmas we also found it necessary to visit the market and stock up on a few things absolutely necessary to accommodate our trade. We found wholesale houses more than ready and willing to close out certain things at marked reductions and right here is where we saw an opportunity to pick up a splendid lot of loom ends which we feel certain our patrons will be glad to take advantage of at the very low prices we shall mark on them during the January clearance sale. Our purpose is to make it a rouser. A most economical buying occasion of the new year. And at no time could we make such exceptionally low prices throughout our entire stock, and as such harmonize with the loom end bargains as we are making for the clearance sale. We want to say this, we secured a better lot of loom ends than we ever had before. All nice goods and short lengths that can be used to advantage and we feel satisfied it will be to your interest to attend this sale and take advantage of the special bargains and offers made. The economy chance is real and the opportunity to humor your taste for buying at a saving is now—during the January clearance sale.—*W. L. Blanks, Hamburg, Ark.*

JANUARY SALE OF LINGERIE

All join hands to give success and popularity to our January sale of lingerie. Of all such events this stands out alone in the limelight of the public approval. It comes each year in January, and as January is the first month of the year, so ranks this occasion on our sale list. The manufacturers of our lingerie are recognized the world around as foremost in their craft. One distinguishing feature—a charming one, the exclusiveness and distinctive beauty of the lace and embroideries they use. There are thousands of garments in this vast assemblage, each without a flaw, amply made of soft muslins, cut as carefully as our tailored garments. We have been weeks in preparing and diligently examining the samples submitted to us, carefully looking over each garment before putting on a price tag. We will sell more during this event than ever before, simply because we never found it possible to give such extraordinary values. And what is more, the saving opportunities we will offer to you will enthuse you into buying a year's supply. They are remarkable, unprecedented, marvelous, astonishing. —*Reid & Hughes Dry Goods Co., Waterbury, Conn.*

LINGERIE WAIST SALE

On Monday morning we will offer to our patrons some of the best values in lingerie and linen waists ever produced in this department. Every garment has been selected with the utmost care, and the display covers an exceedingly brilliant array of dainty creations for spring and summer wear. A few specials are herewith quoted.—*Shepard Norwell Co., Boston, Mass.*

Anything more dainty than this lot of lingerie waists would be difficult to find. When we decided to place them on sale for tomorrow at the price named, the head of this department made a strong protest and wanted us to sell them in the regular way and at a price in comparison with their worth, but we stuck to our first decision and tomorrow you can buy these exquisite lingerie waists with yoke made of val lace, embroidered and pin tucked, with elbow sleeves, open back, all sizes.—*Montgomery Fair, Montgomery, Ala.*

LINEN SALE

Twice a year it has been our policy, since opening this store, to show our strong buying power in the line of linens, and for months in advance we watch the opportunity to pick up everything good that comes along to sell at special prices. For the sale that starts tomorrow and continues the balance of the week, we have arranged an opportunity for private houses, boarding houses, hotels, restaurants, etc., to lay in a supply such as they've never had before. Special bargains will be the program every day this week.—*Munger & Long, Camden, N. J.*

MILLINERY DEPARTMENT SALE

Beginning tomorrow morning, we shall place on sale in our millinery department, second floor, one of the greatest import orders of embroideries the store has ever had. Only a few patterns of each style, so they will be exclusive—which adds distinction to them. Of course there is always a first choice. So try to be among the first, for these great values will leave the store in a very short time. And don't forget that the embroidery sale in its entirety will be held on the second floor, along with the art needlework exhibit.—*Dives, Pomeroy & Stewart, Harrisburg, Pa.*

MUSLIN UNDERWEAR SALES

Our annual May sale of muslin underwear commences tomorrow, Tuesday, morning. Thousands of dainty white undergarments have been gathered together for this great sale. With the superior purchasing advantages which we possess through our powerful buying organization, the sale prices will be as low as any former event of the kind, this notwithstanding the advance in the cost of all cotton fabrics, laces and embroideries.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

This great sale of undermuslins begins this morning, continuing three days. The garments are, without exception, entirely new styles, bought especially for this event. The collection is undoubtedly the largest the store has ever shown. Elaborate displays have been made, occupying a large part of the second floor. Whether you intend purchasing or not, a visit to the store will be highly profitable. For convenience in choosing, the garments, except the corset covers, have been divided into fifteen main groups.—*The Crescent, Spokane, Wash.*

The splendid values we are offering in our January undermuslin sale are greatly appreciated by women of forethought, as attested by the lively selling that is keeping us busy. The dainty new styles we are showing, the superior quality of the materials, the care with which each garment is made and the very low prices at which they are marked makes this sale an exceptionally fine opportunity to supply both present and future needs.—*Kaufman's, Trenton, N. J.*

NOTION SALE

Tomorrow we start a notion sale not alone remarkable for the unusually low prices, but also because every item in the sale is of the very highest character. Loeser notion sales are famous. This February event is the best of them all. Shrewd dressmakers and home sewers will greatly appreciate the opportunities. Clip the list and bring it with you.—*Frederick Loeser & Co., Brooklyn, N. Y.*

ODDS AND ENDS SALE

In the balcony tomorrow a dozen big tables will be piled full of odds and ends, broken lines, incomplete assortments, etc., from every

department. Some of the articles included are more or less damaged from the great holiday rush, some are mussed and soiled from display, others are in prime condition. We have marked prices on these goods that will sweep them out in a jiffy and everybody in reach of this store should share in the great bargain opportunities offered by this "Sweep-out Sale." Come early tomorrow and get first pick.—*McClure's, Atlanta, Ga.*

SHIRT WAIST SALES

Early summer sale of women's shirt waists. Six thousand spic-and-span new waists, specially made up for us, are spread before you today in this remarkable offering. They are waists for immediate wear, and the varieties that you will want all summer. Being made up to our order, they are in styles which we selected, and which we consider the most desirable in each material. The price reductions are quite decisive, and they are all the more emphatic because exactly these waists have been selling, and will be selling, at their full prices for probably a month or two. There is very wide variety to select from.—*John Wanamaker, New York City.*

We will inaugurate tomorrow one of those famous shirt waist sales that have gained for this department the prestige it enjoys. It will be a further demonstration of our unsurpassed buying facilities. The waists we will offer are the entire over-production of the largest shirt waist manufacturer in New York, and the prices we quote indicate that they must have been bought far below value.—*Jackson-Hoyt Co., Jacksonville, Fla.*

SHIRT SALES

Another great summer shirt sale ready tomorrow—a sale that at least duplicates the extraordinary values of last week. That sale not only stirred wide interest among Brooklyn people, but among some of the best shirt makers also. And the great distributing facilities of the Loeser store brought these makers to us with propositions to lighten their stocks. The pick of the shirts is here—those which measure up to the Loeser standard of style and fit and finish. It is an event which will arouse wide enthusiasm.—*Frederick Loeser & Co., Brooklyn, N. Y.*

A sale of the timeliest importance to every man in Washington who has the slightest need for a new supply of shirts now, or expects to have a need later on. The shirts are "semi-soft" bosom coat shirts of finest quality imported madras, also plain. Negligee shirts of best imported madras. In both light and dark colors, showing all this season's most fashionable designs, in neat stripes, figures and checks. Detached or attached cuffs. All sizes in the lot.—*Goldenberg's, Washington, D. C.*

WHITE SALES

Today we commence our annual January white goods sale with absolutely the greatest bargains ever offered the Spokane public. Months

ago we started to plan this immense sale. Estimates were made on the quantity it would be possible for us to handle and the market searched for the best values and the best qualities obtainable. Most people know that cotton goods have advanced twenty to thirty per cent. in the last few months, and it is therefore needless to speak of the fact that forethought has been foremost in the obtaining of such values as we offer during this sale. Some of these goods were bought over a year ago. Orders were placed with old world manufacturers to be made expressly for this store and intended exclusively for this sale. Close connection with the markets and a careful study of the conditions thereof have given us an experience and insight so that we can buy most advantageously. We want you to read our list of prices. We advise you to anticipate your season's needs and we want you to come and expect the greatest bargains ever given in anything that is white, whether it be the finest or the least expensive quality.—*Whitehouse D. G. Co., Spokane, Wash.*

The garments in this white sale are by long odds the best, piece for piece, that we have ever been able to offer before, and prices throughout every lot mean big savings, when quality is taken into account. Comparison will show that these goods are up to the high standard, and prices are positively unmatched for same quality. These few items must stand today as representative of a thousand others.—*H. Leh & Co., Allentown, Pa.*

WASH GOODS SALE

A tremendous undertaking. Beginning Monday morning at eight o'clock, one of the greatest wash goods sales ever held in Canada will be inaugurated at Scroggie's. The wash goods chief has for weeks past been searching both home and foreign markets in order to make this grand wash goods sale without parallel, and now offers an amalgamation of the choicest, newest and prettiest weaves and designs in wash fabrics manufactured for this summer's trade. Thousands upon thousands of yards in high-class summer wash fabrics will be disposed of utterly without regard to cost. To adequately describe the magnificent variety of this immense purchase borders on the impossible; suffice it to say that for volume, variety and value it is absolutely the grandest showing of summer wash fabrics ever attempted in Montreal. Above all other advantages, price plays a leading role—10c. per yard will buy any line in this list, some worth up to 30c. and even 35c. per yard.—*Scroggie's, Montreal, Que.*



**IF YOU HAVE
NO GARDEN**



HARRY DOW
Successor to Miss M. Schuere
Cut Flowers and Floral
Designs
Seeds, Plants, Bulbs
Lawn Grass Seeds Our
Specialty
4453 LORAIN-AV
Ball West 327 L. Cuy. Cem. 3633 W

Annual Display of Easter Flowers

AND PLANTS
On Exhibition All Next Week
at Our Euclid-av Store
1006 EUCLID-AV
The J. M. GASSER CO.



Be sure to write for our list, with descriptions and prices.

STEARN & CO.

[illegible]

FLOWERING TREES
Require Little Space

In the yard or on the lawn are always the admirations of passers-by. Among the best are the Ash, Catalpa, Japan Cherry, Cornus, Crataegus, Dogwood, Forsythia, Flowering Quince, Hawthorn, Tulip Trees, etc. These, in connection with the flowering shrubbery, Rose, Garden and Hardy Perennials, will give you a beautiful and happy home. The flowering trees are the best and most economical surroundings. They can be had at a nominal cost within the reach of everyone. We have a large stock of flowering trees and shrubs on hand at present. At year of fair dealing has put us in the forefront. 1200 acres, 41 greenhouses.

Two Big Books Sent Free
If you want to know more about the plants for fruit and ornamental trees, write for them. We will send you two big books free. One is "Fruit and Ornamental Trees" and the other is "Fruit and Ornamental Trees". Both free. We guarantee satisfactory.

The Storrs & Harrison Company



Two Big Books Sent FREE

Write now for General Catalog No. 2, 165 pages, or for Fruit and Ornamental Tree Catalog No. 1, 112 pages. Both free. We guarantee satisfaction.

The Storrs & Harrison Company
Box 900, Painesville, Ohio

Diedrichs' Teeter Lawn Swing



Just out. The newest combination swing on the market. Adjustable for swinging, teeing or seconding. Built in our own factory, of the finest selected hardwood. Full bolted, iron bracing. No loose bolts. No loose parts. No loose screws. If your dealer can't supply you, phone or write me.

CARL J. DIEDRICHS
807 LONG-AV NW
Central 396 W WE ALSO MAKE G.I. SCREENS TO ORDER

[illegible]

FLOWERING TREES
Require Little Space

In the yard or on the lawn are always the admirations of passers-by. Among the best are the Ash, Catalpa, Japan Cherry, Cornus, Crataegus, Dogwood, Forsythia, Flowering Quince, Hawthorn, Tulip Trees, etc. These, in connection with the flowering shrubbery, Rose, Garden and Hardy Perennials, will give you a beautiful and happy home. The flowering trees are the best and most economical surroundings. They can be had at a nominal cost within the reach of everyone. We have a large stock of flowering trees and shrubs on hand at present. At year of fair dealing has put us in the forefront. 1200 acres, 41 greenhouses.

Two Big Books Sent Free
If you want to know more about the plants for fruit and ornamental trees, write for them. We will send you two big books free. One is "Fruit and Ornamental Trees" and the other is "Fruit and Ornamental Trees". Both free. We guarantee satisfactory.

The Storrs & Harrison Company

FRESH AND ROTTED MANURE

Delivered to All Parts of the City
Fine Top Soil Delivered to
All Parts of West and South Sides
A. D. Folsom

**Sand, Clinders, Gravel,
General Tearing
Main 4050 Cont. 207**



Buy your Farm Implements, Garden Tools, Seeds, Fertilizers and Acetylene Lighting Plants from the largest supply house in the state.

OUR PRICES ARE BEST

The Buckeye Implement & Supply Co.

3223 Broadway Road

Baileys
The Original
Whisky

Monday Only \$1.50
Extra...
Tuesday Only 14-Tooth Rakes 19¢
Wednesday Only 10¢
Thursday Only 15¢
Friday Only 29¢
Saturday Only 1.75

**THE VERY
BEST OF ALL
Products**

Farm Products
SERVED DAILY AT
Maple Luncheon
Noonday Luncheon 11 to 2
2nd Floor, 238 SUPERIOR

White Phonette
F. JONES,
Prop.

CHAPTER XLI.

LEADERS AND BARGAINS

THESE are the days of leaders and bargains. Almost every merchant in all lines of trade has used this method of advertising to a greater or less extent. The positive value of these business getters is so well recognized by the majority of merchants that it seems hardly necessary to even mention their power as business promoters.

Butler Brothers' Drummer, a house organ of considerable importance, has the following to say on this subject:

Every now and then you hear of a merchant who makes the boast in his advertisements or mentions in his conversation that he does not hold special sales, nor sell leaders. When you meet such a merchant it will not be necessary for you to see his store to tell what kind of business he is doing.

It's a surety that he has a slow-going store, turning his stock only twice a year, and selling only what his customers come on purpose to buy.

If his goods and prices are satisfactory, it is possible that he has a class of patrons who come to his store whenever it occurs to them that they need something.

By not selling leaders, nor holding special sales, this merchant is reducing his business a third to a half from what it ought to be.

Women do the great bulk of buying nowadays, and no morsel is so sweet to a woman as a bargain.

She delights in showing her purchase to a neighbor and telling that the regular price was so and so, and that she only had to pay so and so.

A lot of new goods put into a window with a card reading, "Latest Arrivals," will attract considerable attention, but the same window with a card reading, "Choice today 19 cents," will sell goods, and sell them immediately.

A store that makes a specialty of bargain-giving practically catches business in two ways. A woman passing along sees the goods in the window and the price card announcing the special price.

She goes into the store, makes a purchase, and pats herself on the back all the way home for having secured such a prize.

No sooner does she get home than she goes right down to Mrs. Smith's house and tells her all about it.

The consequence is that the very next day Mrs. Smith will be in that store spending her money.

Nowadays the women read the advertisements in the magazines and newspapers before they do the literary pages and the news.

That is, the majority do.

And every one of them is looking for that which is eternally uppermost in the advertisement reader's mind—BARGAINS.

In fact, the leading dailies of New York, Chicago and St. Louis sell their advertising space to the big department stores upon the theory that women in search of bargains always buy the paper expressly to read the advertisements. While this theory is not a proven fact, the department stores have held to it for years, and on Sunday you'll find practically all of them represented in its pages.

It was only a few years back when the leading department store of Chicago had no show window displays and no bargain department. And so wrapped up were its proprietors in their own idea of dignity that they looked upon other stores with window displays and bargain counters with a pitying sneer.

But other stores have loomed up in Chicago since then—the big ones—and their methods have brought this store to "its oats."

This store today has more show windows than any other department store in Chicago, and the largest bargain basements or bargain department in the world.

Today this store welcomes to its doors the millionaire and the laboring man, and it has learned by practical experience and experiment that no store can afford to refuse to cater to the masses; that the masses spend more money for merchandise than do the classes.

Today this store spends several thousands of dollars each week advertising nothing but bargains. If the reader of this is a merchant who has never given a bargain department any serious attention, let him take a lesson from the experience and example of the greatest money-making stores in America today.

Let him build within the people's minds the name of his store and "bargains" so closely allied that the mention of one will suggest the other, and then he can feel himself grow every minute of every day of every year.

"BARGAINS" is the beacon light that will turn the eyes of the people ever toward your doors.

A large clothing firm, selling exclusively clothing of their own make, used a special quality of hosiery as a leader for the purpose of bringing people to their store. They sold these hose at no profit whatever, hundreds of dozens of them every year, for the purpose of getting the working man into their store. It proved so successful that later the firm decided to put in a furnishing department as a means of further advertising their goods.

The stock was a first-class one and embraced all classes of wares, from those used by the masses to the finest goods worn by the classes. These goods were advertised only by close prices. No effort was made to push the department except in the matter of prices. All twenty-five-

cent articles were sold at twenty-three cents, all fifty-cent goods went at forty-five cents, and so on. These reductions appear so small that they are hardly worth mentioning, but they proved so attractive that the firm now does the largest trade in men's furnishings in the place. Leaders and bargains certainly are responsible for their success, coupled with the fact that their goods were always the best obtainable for the price.

BROOKLYN'S LARGEST CASH GROCER
Thos. Roulston
"Largest Cash Grocer in Brooklyn" 74 STORES ALL OVER BROOKLYN
31 Lbs. SUGAR for 17c
32 Gran. EGGS FOR 25c
15 NEW LAID FLOUR HAMILTON BRAND
 Large Bag 69c - 7 Lbs. 22c - 3½ Lbs. 11c
Quaker OATS LARGE PACKAGE 8c
7 CAKES ROULSTON'S SOAP for 25c

FROHOCK'S SATURDAY SPECIAL

 Beautiful nine-inch hand-painted fancy Plate, with double stripe gold edging. (like cut)
19c
 EACH
(Only one for a customer)
 Good enough for any house.
THE Frohock Furniture CO.
 Opp. Hartman Hotel, South Fourth St.

Thos. Roulston, with 74 stores all over Brooklyn, knows the value of leaders. Those in the advertisement shown here are calculated to bring in the crowds. There may not be a heap of money in the articles advertised, but the trade produced for other articles is sure to result in large profits.

The Frohock Furniture Co. offer a hand-painted china plate for 19 cents each. This is really a premium to persons who will call at their store. They want people to become accustomed to calling there—to get acquainted with its location and to become familiar with its appearance. This means much to the advertiser.

Any losses sustained on the sale of these leaders are charged up to advertising account, as they are considered a part of the advertising campaign of a store. It costs considerable to use quarter, half and full pages all the time in the large metropolitan dailies, and by means of a small advertisement and a good leader a store can be crowded at less expense than by the use of a full-page announcement.

SAVING MONEY BY THE HOUR



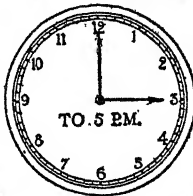
FREE!

A box of 25c Rexall Shampoo, Paste with every bottle of "33" Hair Tonic. All 10c drinks will be sold at 5c during these hours.



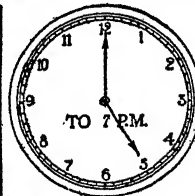
FREE!

A 25c Tooth Brush with every "Tooth Preparation." A Lamb's Wool Powder Puff with every box of Face Powder.



FREE!

A Wash Cloth with every cake of Toilet Soap. A 25c package of Rexall Playing Cards with every purchase of \$1.00 or more at our cigar Dept.



FREE!

A 25c box of Stationery given away with every purchase of \$1.00 or more during the day. A quarter pint bottle of Peroxide with every purchase of 50c or more.

Again Hour Sales Milner's Big Event of

The Hour Sales feature is a new, unique, and exciting feature in the history of retailing. It is a great opportunity for the retailer to attract new customers and increase sales. The Hour Sales feature is a new, unique, and exciting feature in the history of retailing. It is a great opportunity for the retailer to attract new customers and increase sales.

FRIDAY ALL DAY
\$4 & 35 Ladies' Wash Dresses \$1.98
\$2.50 Long Tail Coats for \$1.50
\$15 & \$18.50 Dresses \$7.98
White Dresses at \$2.98

Will Be the Feature of Week--Bargain Friday

And the Hour Sales are an extra, bargain time of a program for early attention on the morning and afternoon. During the week will be offered in the form of a 24-hour sale. In the afternoon and evening, the Hour Sales will be offered in the form of a 24-hour sale. In the afternoon and evening, the Hour Sales will be offered in the form of a 24-hour sale.

FRIDAY ALL DAY
Men's \$12.50 Suits for \$6.90
Men's \$1.50 and \$2.00 Ties for 75c
Men's \$1.50 and \$2.00 Ties for 75c

\$1.25 Nottingham Lace Curtains 90c
\$1.25 Couch Covers for 90c
25c to 30c Creams for 20c
25c Colonial Table Linens 10c
\$1.25 Dotted White Caps & Sundrys 9c
Up to \$5 Damaged China 10c
\$1.25 Bell Collapsible Cakes 9c
Up to \$1.40 Set Silver & Silver 75c
25c Gas Red Patch Paint 10c
25c Double Beards 10c
\$1.25 Baking Ovens 80c
10c Electric Bells 12c
5c Inverted Mangle 8 for 25c
Up to \$10 Rod Co-Certs 35c
10c Calipso Co-Certs 25c

\$1.50 to \$1.75 Beige Lace Wall Paper \$1.19
Ladies' Pumps, Oxfords, Etc. \$1.98
Men's Outing Shoes for \$1.45
Ladies' Black Velvet Shoes \$1.49
Girls' & Boys' Shoes & Oxfords 85c
Up to \$5 Children's Hats \$1.50
\$1.75 Saddle Hats for 90c
Up to \$5 Trimmed Hats 80c
50c White Tart Wool Serge 25c
50c Merino Cloth 25c
75c White Dress Goods 57c
10c Fancy Printed, Dipped Doublets 10c
12c Fancy Huge Sundrys 3c 7c
10c White Tart Wool Serge 25c
\$1.75 White Tart Wool Serge 25c

\$1.25 Light Porcelain for 90c
40c Bleached Sheets for 25c
12c Duck Shirts 75c
12c Merino Suits 11c 7c
10c Heavy Hack Towels 75c
25c Washing Lines 10c 7c
75c 16-Button Length Lace Gloves 90c
50c Children's Parasols 25c
75c Long Khaki for 40c
\$1 Ladies' White Waist 60c

8c Spectacles or Eye Glasses 25c
Suited Undergarments Reduced 4
35c to 50c Carpet Brackets 25c
50c White Linen Duck Pants 25c
75c Spin Cabinets for 40c
The Pic-Ton 2 for 1c

W. L. MILNER & CO.

W. L. MILNER & CO.

CHAPTER XLII.

NOVEL SALES PLANS

AS advertising increases so does the earnest search after original ideas continue. At first newspaper advertisements with an occasional circular letter or simple folder were considered sufficient to satisfy the ambition of most advertisers. But when every one is doing the same thing in the same way one does not seem to have any advantage over the other. This state of affairs does not suit progressive merchants. As they strive to make their stores the best stores so do they strive to make their advertising the best and most original.

There are thousands of schemes used today in the United States for advertising the thousands of retail stores. Perhaps no one man has ever gathered these different ideas together so as to form a complete list. In fact it would be almost impossible to compile such a list, because new ones are being brought out every working day in the year.

The ideas outlined in this chapter are produced not because they are new, but because they are original and novel. They are given for the purpose of furnishing the retailer with ready-made ideas that he can use with but slight changes to suit his own business.

The Cahoon-Lyon Drug Co., Buffalo, N. Y., used the clock dial to illustrate the "saving money by the hour" idea. The W. L. Milner & Co., Toledo, have a large clock in their full-page advertisement showing items for sale at special prices from 9 to 10 a. m. and from 1 to 2 p. m.

Hour sales are about as popular as one-day sales at present and are very valuable for the purpose of introducing leaders as a special inducement for buyers to come to the store.

Geo. M. Tidwell & Co., Memphis, Tenn., held a "time" sale, to close out their winter stock of men's shoes that previously sold at \$4 to \$6. The "time" sale opened at 8 o'clock in the morning, at which time these shoes were sold at \$2.19 a pair. At half-past eight the price was advanced five cents, and so on for each half hour until 1:30 in the afternoon, when the price was \$2.65 per pair. This sale was continued the next day on the same plan and at the same prices. During the first two hours of the first day 169 pairs of shoes were sold, and during the first two hours of Saturday morning 234 pairs were sold. Although there was a good sale during the other hours of the day, of course the best part of the selling was done during the morning, when the prices were the cheapest. The firm used a half-page advertisement in their local paper, which showed the clock faces with the time marked each half hour and the price at which shoes would be sold at that time.

G. H. Plumer, Newburyport, Mass., used a similar idea in their suit and cloak department, only instead of raising the price at intervals they lowered it. Suits and cloaks that sold regularly at \$10 were priced \$10 from 8 to 9 o'clock. From 9 to 10 o'clock they were priced \$9.75 and every hour thereafter the price went down twenty-five cents, or until some one was tempted to buy. There were over 100 suits and cloaks in the lot and as they were all on display in the store the changes in prices were eagerly awaited by anxious customers. As soon as a new price was announced the selection began and because of so much competition among buyers present the more desirable suits and cloaks brought good prices.

Day Bros., Winchester, Ind., used a similar plan to clear out their millinery. This is the wording of their advertisement:

"Wednesday and Thursday of this week, between the hours of 8 o'clock Wednesday morning and 1 o'clock Thursday afternoon, our entire stock of hats will be closed out, or given away outright. This means just as it reads, that we are giving a millinery closing for the purpose of selling every hat in stock, and those we don't sell will be given away—absolutely free.

"We cannot, and will not, carry millinery stock over from one season to the next, even if we have to give away what we don't sell. This store will carry nothing but late, up-to-date millinery, fresh from the factories, patterned and designed in the leading fashion centers. At the end of each season we shall make it a rule to close out everything, and begin the next season with new, fresh goods."

On Wednesday morning the entire stock of hats were placed on sale at \$1.50 each. The price was dropped ten cents each hour until at 6 p. m. those remaining were priced at 60 cents each. On Thursday morning, the balance went on sale at 50 cents each and the 10 cents per hour reduction continued until at 2 p. m. any that remained on hand were to be given away absolutely free.

The Busy Boston Store, Marion, Ind., improved on these plans by having what they called a "See-Saw Sale." It was largely advertised and was most successful. The explanatory introduction of a large circular distributed by thousands reads as follows:

"This is the second sale of its character ever given in Marion. If you want bigger, better and more bargains than you have ever had offered to you in a single day, attend the See-Saw Sale which begins at 8 a. m., Saturday, Aug. 12th, and continues until 6 o'clock in the evening. During the first hour ten items (quoted in the circular) will be placed on sale at a very small fraction of their regular price. At 9 o'clock and each succeeding hour the price will be slightly increased. The seventeen other items comprising the list will be started at their real worth (or less) and will drop each hour, including the last

hour of the sale. For instance, when 5 o'clock comes, ladies' \$6.50 waists, which were started in the morning at \$6.00, will be sold at \$1.50. Large huck towels, which were started in the morning at 10c., at 5 o'clock will be offered at 1c. Provided, of course, any are remaining at that late hour. We have no way of knowing just how soon these lots will be closed out. Some may be gone by 9 o'clock in the morning, others may hang on until the price gets so low that it fairly forces the sale. There is one thing certain: you can't lose, no matter at what time you buy. There will be no reserve on anything offered. Make sure of getting the cream of the offerings by coming early and staying late."

The arrangement of the ascending and descending prices is a good one. Such a sale as part of a clearance or other sale should be a good feature. The crowds would come early to take advantage of the low prices on those priced low to start with and would hang around to pick up the bargains that were getting lower in price each hour.

It can also be so arranged that the items which change in prices are all in different departments and thus almost force the bargain hunters to visit every department of the store before leaving.

J. L. Sievert, optician and jeweler, of Fort Wayne, Ind., held a package sale a few years ago, just before the Christmas holiday buying began, and so advertised his store that he did a very large business in holiday goods that season.

The sale was held on a Saturday morning when the town was thronged with out-of-town customers. It took only about an hour to dispose of the 2,000 packages, which fact alone shows how popular the sale was. It was planned and advertised in the following manner:

He procured 2,000 boxes, such as are used by jewelers to put their merchandise in. These boxes were of all shapes and sizes, and each one was securely tied with a piece of colored ribbon. The boxes were deposited in the large show window of the store and left there on exhibition for two weeks before the sale. A large muslin sign was stretched across the front of the store above the windows announcing the sale. Large circulars were printed and circulated throughout the country. The daily and weekly papers contained half-page announcements concerning this wonderful "package sale," and by the time the sale was to take place the people of Ft. Wayne and vicinity were pretty thoroughly acquainted with the fact that J. L. Sievert was about to have a sale. You could not buy a box before the sale opened and have it laid away, but had to be there on the date named and take your choice when your turn came. The one drawing feature was that all of these 2,000 boxes were to be sold at one uniform price of twenty-five cents for your choice. Each box contained some article worth twenty-five cents to \$15, and as there was to be no drawing of any kind it was a sight to see the immense crowd that surrounded that store at the hour the sale opened. Each one taking his turn to pay twenty-five cents, get a box and see how lucky he had been.

"Package" sales are by no means new, but for stores of a certain class would result in much publicity and ought to pay a good profit.

The "Star Bargains" offered by The People's Store Co., Tacoma, Wash., lend themselves easily to display. In the present arrangement the design is merely symmetrical. It could have been worked into a shield or some other fanciful shape.

The store should present a "starry" appearance in accord with the newspaper advertisements. At least some of the "Star" bargains should be shown in the window and priced with star tickets. There should be star announcements pasted on the window and star window cards within it. The departments where the star bargains are sold should be decorated with star tickets and prices. The idea could be elaborated almost indefinitely.

In Wieboldt's advertisement we find a somewhat similar idea worked out. "Bargain lights" is not a bad phrase. This idea could be carried out similarly to the "star" idea by having tickets made on yellow or orange colored paper, printed and cut out to represent electric lights. The announcement might have been made plainer to the readers of the paper if the attempt to depict the dynamo had been left out altogether and a plainer type used for the headline.

The "tag" sale a few years ago created a sensation among advertisers and is today just as effective when thoroughly carried out. We give here an account of a red tag sale as reported in a trade journal. The account is very thorough and shows clearly the possibilities of such a sale. Any merchant desiring to have such a sale can adapt the scheme to his own circumstances and locality.

"Although we are not in favor of sensational advertising, except under very exceptional circumstances, we give the following description of a "Red-Tag Sale" conducted, according to all accounts, with immense success by a firm of clothiers in Galesburg, Ill., a city of 25,000 inhabitants. In fact, it was so successful that the firm have decided to repeat it twice a year. It has been so widely imitated that the story of its workings may be of interest to some readers.

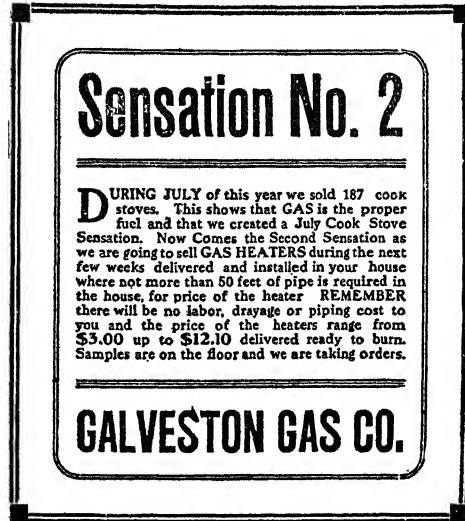
"The sale was to start on Tuesday. On Sunday the advertising men of the local newspapers were called in and arrangements made with them for the reservation of the entire back page of each of their papers for five days that week and four days of the week following.

"Monday morning, the store was closed. The curtains were drawn and an enormous sign stretched across the front of the building proclaimed to the town that 'We are closed today preparing for our great Red-Tag Sale,' which will begin tomorrow morning.' This was the first announcement the public had of an approaching sale.

"That evening the newspapers published full-page ads which were set in the form of a large tag. The newspapers gave the sale liberal reading notices that day, and both the ads and reading notices announced that on the next evening—the first day of the sale—something like a dozen balloons would be released in front of the store. A red tag bear-

ing a number would be fastened to each balloon, and in the store windows would be articles tagged with corresponding numbers. The finders of the balloon tags could have the articles in the windows.

"The night before opening day a gang of bill posters and distributors were put to work, and when the town awoke next morning it found itself "red-tagged" to a finish. Red-tag posters blossomed from billboards and walls and fences; every trolley pole and electric light pole bore an enormous cardboard red tag.



"A great crowd collected on the evening of the first day, when the balloons went up. A band played, lots of fireworks and red fire went off, and the yells of the populace accompanied the balloons on their skyward journey. A large number followed the airships in the hope of winning prizes. Some of them were successful, but most of the balloons fell in fields and were found next morning by farmers who proudly hustled to town to cash in their tickets. As each ticket represented a good suit of clothes, an overcoat, or some other article of value, it was entirely worth while to find them and bring them back to the store.

"This was a 'Red-Tag Sale' and every possible use was made of the red tag. The town and the country round about were red-tagged with posters and cardboard tags, the store front was decorated with red tag banners, and every article in the store bore a red tag price ticket showing in plain figures the regular price and the red tag sale price."

S. Heymann & Co., Oshkosh, Wis., hold an annual round-up sale. The "round-up" idea may be utilized in a hundred ways and the name of the sale introduced into the text makes good reading.

The Galveston Gas Co., Galveston, Texas, advertised a large number of sensations. Each was ticketed and numbered. Sensation No. 2 is reproduced herewith. This kind of advertising catches on.

Brown's, Fall River, Mass., used an idea sometime ago with considerable success. It was termed a "Bungalow Bargain Sale." The full-page advertisement which we reproduce gives a full explanation of the idea, which could be used by smaller stores on a smaller and less elaborate scale.

It can easily be seen from a perusal of this advertisement that no expense is spared by the larger stores for the purpose of exploiting their sale ideas. The returns of profits, over and above their expenses, must be considerable or these stores would not carry out these ideas year after year. They are out after profits as much so as the smaller dealers and are willing to spend hundreds of dollars for a return of thousands. Nothing is too large for them to undertake if there is a possibility of good returns.

5-MINUTE SALES FOR WEDNESDAY

MORNING SALES

At 9:30 A. M.	1c
\$1.00 Walking Hats of French Fur Felt at	1c
At 9:45 A. M.	5c
12½c Ladies' Hose at	5c
At 10:00 A. M.	10c
22c Coffee at	10c
At 10:15 A. M.	5c
25c Scissors at	5c
At 10:30 A. M.	5c
25c Chocolate Drops at	5c
At 10:45 A. M.	1c
5c Hemmed Napkins at	1c
At 11:00 A. M.	2c
5c Linen Handkerchiefs at	2c
At 11:15 A. M.	5c
25c Men's Neckwear at	5c

AFTERNOON SALES

At 2:30 P. M.	10c
35c Pillow Shams and Scarfs at	10c
At 2:45 P. M.	1c
5c Toilet Paper at	1c
At 3:00 P. M.	10c
25c Tea at	10c
At 3:15 P. M.	5c
12½c Mittens at	5c
At 3:30 P. M.	2c
6c-Outing Flannel at	2c
At 3:45 P. M.	2c
10c Fruit Candy at	2c
At 4:00 P. M.	\$1.00
\$2.50 Fur Scarfs at	\$1.00
At 4:15 P. M.	5c
25c Campaign 4-in-Hands at	5c

Other firms have used what they term "Surprise Specials" with considerable success. These specials are numbered in a similar manner, as "Surprise Special No. 1," "Surprise Special No. 2," etc. One article is selected each week to be sold at the "surprise" price. These leaders usually bring a great many to a store for the article advertised, who purchase enough of other lines to more than make up the slight loss on the leader.

"Hour Sales" have proven their value to a great many merchants who have held them, but it remained for Hens, Kelly & Co., Buffalo, N. Y., to introduce "Five-Minute Sales." The low prices quoted were a magnet of powerful attracting power. The lowness of these prices assist in giving one an idea that all prices are surprisingly low.



BUNGALOW No. 2
 30 Centre Ave.
 1000 sq. ft. of living
 space, including
 kitchen, bath,
 and two bedrooms.
 Price **5c**

If "Five Minute Sales" are to be made a success the prices must be ridiculously low to accomplish the purpose. On the preceding page is a sample of those offered by Hens, Kelly & Co.

From a five-minute sale to a two-day sale is but a matter of time. The A. B. Caldwell Company offer eight specials for two days only, this being the fifth week of these bargain offerings.

Fifth Series of Two-Day Specials!

The interest in these two-day specials is increasing week by week. Customers are surprised at the good values they receive. Last week the supply of the gowns offered as a special was exhausted before two o'clock Saturday. That shows you the necessity of coming as early as you can. Of course you understand that these prices prevail on Friday and Saturday only. If you come Monday you pay the regular prices.

Crocheted Mats

At the Nation Counter. Only a few of them. Hand-crocheted and in 12 and 15 inch sizes. If you want one you should come Friday without fail. The patterns are beautiful. They are very good values at their regular prices, 50c and 75c—some of them were 50c more. You will appreciate the excellent values you receive at the two-day special price.

29c

Not over two to any one customer.

Dress Skirts

Washable white dress skirts. Handling so many dress skirts as we do it is impossible to avoid having some mused. You will have no other criticism to make on these skirts. The vast majority of them were never before offered for less than \$1.50. Some of them were never offered under \$2.50. Those who come first will have the best choice. Two day special price.

95c

Not over two to any one customer.

White Petticoats

Our gown special proved so pleasing last week that we decided to give another underwear special. This week it is petticoats. Beautiful lace and embroidery trimmed. Slightly mused and soiled. Have them washed and they will be worth twice what you pay for them. Petticoats which sold at \$1 and up—offered in this two-day special at half price. Some at

50c

Not over 3 to any one customer.

Linen 'Kerchiefs

For men. Sold at Men's Furnishings counter. These are of pure linen. They are made in Ireland. No man talking you can't beat the Irish. These handkerchiefs are a wee bit rough, but like the people who make them they are strong and durable. Many of our customers buy this grade of handkerchiefs year after year. Regular prices 15c, 2 for 25c. Two-day price

10c

Not over 4 to any one customer.

Calicoes

You will find them in the basement. Over 5,000 yards of calico of the very best quality. All the popular colors and patterns. You will find navy and cadet blues, Simpson's Gray, Garret's favorite turkey red, also many checks and plaids. In the lot are included Simpson's main finished calicoes in gingham patterns. Thursday's price was 8c. Monday's price will be 8c.

5c

Not over 12 yds. to a customer.

House Dresses

Dainty one-piece dresses made of pretty white and black lawn or blue and gray striped gingham. These dresses are made with square neck and short sleeves and are very comfortable for this weather. This is not a two-day special. Price

\$1

House Dresses

Two-piece house dresses in checked patterns in colors blue, gray and black. Waist is made with belt and poignin. The skirt is either plain gore or made with a very full twelve-inch flounce. This is not a two-day special. Price only

\$1

Axminster Rugs

A larger size than the rug sold special last week. It proved so popular that we offer another rug this week. These rugs are large hearth rugs, thirty-six by seventy-two inches. Among them are many beautiful floral and oriental designs and the colorings are unusually handsome. They afford good value at our regular price, \$4. Price Friday and Saturday only

\$3

Not over 2 to any one customer.

The A. B. Caldwell Company

"Charity Sales" are the modern prototype of the old time "Benefit Nights" given to "Stars" in the days of the stock company. Some of these "Charity Sales" are of considerable magnitude, while others are more modest in their pretensions. The Crescent Store, Spokane, Wash., hold annually what they term an "All-Spokane Charity Sale," at which time five per cent. of the total sales are distributed among the various charitable institutions of the city. We quote here the introduction to one of their advertisements.

"For the second time, Spokane's greatest store has invited the charitable and benevolent organizations of the city to share in the profits of a week's business. Nine of Spokane's representative institutions have accepted the invitation and will participate in profits of the business. Five per cent. of the entire sales for the week will be distributed among them. Representatives of the different organizations will have charge of

the store on separate days, and will receive the percentage of the day's business. They will of course use every effort to induce liberal buying, that their share of the proceeds may be as large as possible. The management of the Crescent has used every effort to see that the offerings of each day are equally attractive. The regular sale program for the month has been rearranged, that several of the best events might be given this week. Special offerings in large numbers at extremely low prices will be made from day to day, and several large events will continue all week, giving the friends of every institution an equal chance."

As a usual thing the representative charitable organizations will truly represent different classes of people. With every class being urged to buy during "charity week," a sale of this kind can hardly prove otherwise than successful. Prices must be made attractively low on a large quantity of goods, but the bulk of the lines will sell at regular prices. To show the various interests that are represented by the charity organizations of a city we quote those that partook of the profits of the Crescent Store. One day was given to each of the principal organizations, while the lesser ones were doubled up and the five per cent. divided between them.

Monday—Sacred Heart Hospital.

Tuesday—Y. W. C. A.; Woman's Hotel.

Wednesday—St. Joseph's Orphanage; Home of the Friendless.

Thursday—Salvation Army.

Friday—Deaconess Home; Crittenden Home.

Saturday—St. Luke's Hospital.

If any merchant could get committees from representative organizations like these working for him all the time, he could retire in a very few years with a noble fortune. But it is impossible to expect that, but it is very easy to have them work faithfully for him during one week in each year if he follows this plan. The immediate profits will be large and the future made easy by an extensive acquaintance with his store by many who had perhaps never so much as given it a thought before.

Bernheimer's, Baltimore, held what they called a "Carnival Sale," in which were incorporated a number of sensational features that usually are found in a Mardi Gras celebration.

One of the features of their window display was three sets of figures, each set representing automaton. One of each set was a human being, while the other was the representation. A guessing contest was held and prizes offered to the persons who successfully picked out the human being from his mechanical representative. On the first day nearly 30,000 guesses were registered and over eight thousand prizes distributed.

In the store were twenty-one clowns, dressed in the most fantastic of costumes and playing on every conceivable kind of musical instrument. These entertainers kept the people amused with their antics and music and at the same time, or rather, at intervals, pointed out certain bargain features of the sale. Each offered special bargains to customers who had made purchases of a certain amount of goods on the floor on

which he was stationed. For example, one clown sold shoes for nine cents to persons who could produce a sales slip showing that they had made a purchase amounting to a certain sum.

Another feature of the sale was an automatic boat. There were several seats in this boat and the persons who seated themselves in the lucky seat were rewarded by a handsome gift.

On the closing day of the Carnival Sale, they held a baby show. Prizes were awarded to the baby in the fanciest costume, to the one in the most comic costume, to the fattest fancy costumed baby, to the prettiest baby dressed in a fancy costume and to the best and most tastefully dressed baby.

The sale was held during an entire week and each day some new and pleasing feature was added. Competitions of various kinds were held, and the people who visited the store were genuinely amused.

Any dry goods store can hold a "Week of Nations." All that is necessary is to collect together lines that are imported from the countries to be represented and add to them lines that represent those countries. As an example, take Ireland as one of the countries represented. Linens and laces and lawns would be featured strongly on that day. The windows would be dressed with these goods, or where there are many windows the trimmings could be left in during the whole week. Green of course would be the contrasting color used in the decorations. Irish flags would be displayed, a performer might be employed to give Irish sketches, a la vaudeville, a singer might sing Irish airs, and many other features of this nature could be brought out.

As souvenirs, miniature silk flags of the nation represented could be distributed during the sale.

In the advertisement of John Wanamaker's New Store, this idea is used in a different manner. Here we have the different nations of the earth competing with each other for supremacy in certain lines of goods. The introduction of the advertisement explains the whole scheme which is an excellent trade-winning idea.

The idea of having a sale at one price is a good one. A Dollar Sale in a shoe store, a Ten Dollar Sale in a clothing store, a Nine Cent Sale in a grocery, all have great attractions to the buying public. One merchant who had no room for superstitions exploited what he called a "Lucky 13 Sale." It was a lucky sale for him, for it was profitable.

"Clover Day" at Strawbridge & Clothier's Philadelphia store is a day of unusual bargains not advertised in the newspapers. They are indicated by show cards bearing large representations of the four-leaf clover. There are several hundred special bargains in all departments offered on Clover Day. These are plainly marked by the cards and are to be found in every department. The customer must ferret them out for themselves. Clover Day comes around about once a month. In a recent advertisement the sales plan was described as follows:

"Our Third Clover Day! We expect even greater things than were here on either of our former Clover Days. Again we have gathered

The Herald Extra *The Herald Extra* *The Herald Extra* *The Herald Extra* *The Herald Extra*


LE CONCOURS D'ECONOMIES

The Contest of Economies)

An International Money-Saving Competition

A dozen foreign countries have exhibits in the great under-price competition which the WANAMAKER Store presents today. Japan, China, Persia and Mexico compete with the nations of Europe for the favor of the thrifty—and there are special offerings presented by Uncle Sam as well.

Each exhibit is decorated with the flags and colors of the nation that produced it. And attractive as is the merchandise offered, the prices today are the lowest that you have seen in many a day on merchandise of equal character. You'll enjoy the breezy interest of the store today as much as you will appreciate the economies that may be provided by. Suggestions of the merchandise offered are given below:



Boys' Military Blouse Waists, 35c

June 26 blouse in the evening—1182 waist that they present a new blouse in every line of military looking waists for blouse, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.

37c All-Wool Challis At 25c a Yard

We have had a tremendous stock of this fine American made All-Wool Challis since the last of the year. This season we have placed the Challis in a new and attractive pattern. The Challis has been altered so as well that it can be worn as a blouse, or as a skirt, or as a dress. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.

Men's Collars

This is another offering of the collars that are bought with enthusiasm by our customers. They are made of the finest material, and are of the latest design. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.


Men's Cheviot Shirts

This is a collection of about one hundred shirts and vests. They are made of the finest material, and are of the latest design. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.

Men's Suits, \$8.50


Wanamaker Suits at such a little price! For the first time in our history, we have a suit for \$8.50. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.

Formerly A.T. Stewart & Co.




English Cretonees A Third Under-Price

Just a few more of the English Cretonees, this price is an extraordinary price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Towels and Table Cloths From Thistle-Land

Special offer of Towels and Table Cloths, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




"Old Bleach" Linen Kemmings at Reductions

These are the best quality of linen, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Irish Bleached Linens \$1.25 Quality at 84c a Dozen

These are the best quality of Irish Bleached Linens, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Gamblers' Linen Worth Hearing About

These are the best quality of Gamblers' Linen, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Irish Flannel Ties At 50c, from 50c

These are the best quality of Irish Flannel Ties, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Stocking Bargains for Women and Children

We direct to the manufacturer in Germany, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Women's Stockings At 40c, from 50c

These are the best quality of Women's Stockings, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Fancy Jewelry At Little Prices

These are the best quality of Fancy Jewelry, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Embroidered Swiss Muslins At 25c, from 50c to \$1.50

These are the best quality of Embroidered Swiss Muslins, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




More Fine News of Women's DRESSES

These are the best quality of Women's Dresses, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Mexican Drawn-work

These are the best quality of Mexican Drawn-work, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Marble Busts and Pedestals—Reduced

These are the best quality of Marble Busts and Pedestals, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Marble Busts At 40c, from 50c

These are the best quality of Marble Busts, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Austrian Fancy China At Ten Cents

These are the best quality of Austrian Fancy China, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Ware Artistic And Practical

These are the best quality of Ware Artistic And Practical, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.




Prices Have Melted On Refrigerators

These are the best quality of Refrigerators, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.



Confectionery

These are the best quality of Confectionery, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in various colors, and in all sizes.



Fine Courtaux Linens Under-Price

These are the best quality of Fine Courtaux Linens, at such a low price. Call in military waist, of cambray, long and short, in various colors, and in all sizes. Call in military waist, of cambray, long and short, in

them; delightfully surprising, for each one is seasonable, desirable in every way, and *priced to save money*. Many things under the clover signs are marked at half price—some at less.

"We cannot describe any of the Clover specials because of lack of space and because many of the lots will probably be sold in an hour or two, but when you enter the store you will be given a little guide book which will help to locate the hundreds of extra values. We give a mere hint of what you may expect to find under the Four-leaf Clover signs—*today only.*"

This was followed by a list of sixteen articles priced at about half—some at even less than half. All of the articles were seasonable and were selected from all departments with a view of interesting as many people as possible.



We Invite You To Our Gift Giving

Thirty years ago we started business—in a small store—Now we have the largest exclusive clothing establishment in New England.

We are not ungrateful—We appreciate it is your loyal patronage—your hearty support that has made this growth possible—and we wish to show that appreciation in a most emphatic manner.

So we are celebrating this 30th Birthday—celebrating it for thirty days—We are giving away thousands of dollars in new crisp bills—We want every man in Boston to participate in our celebration—Every man to receive a gift.

Gifts From \$1 to \$50

A Present to Every Customer.

Every customer purchasing a suit or overcoat in our Men's Department during the next thirty days will receive a gift—no smaller than \$1 nor larger than \$50—totally disregarding the price of your suit or overcoat, and irrespective of any conditions—You will receive in cash a gift of either \$1, \$2, \$5, \$10, \$20 or \$50—a birthday present from us.

**This is the
Fourth Day**

But twenty-six days remain—make advantage of this great gift giving event—is our wish that every one of our customers should participate.

Our Suits and Overcoats

Our specially hand tailored suits and overcoats for this winter show that we have made still greater progress in the perfection of men's outer garments. The style, the exclusive patterns and many striking characteristics add the finishing touch to the available reputation they now hold throughout New England.

\$10 \$12 \$15 \$18 \$20 \$25

1875 1905



Washington, Hanover and Elm Streets

Each \$500⁰⁰ Given Away

Will Be Divided as Follows:

One \$50 Bill, Three \$20 Bills,
Four \$10 Bills, Ten \$5 Bills,
Fifty \$2 Bills and Two Hundred \$1 Bills

Vorenberg's, Boston, Mass., use a sales plan that should prove a good one anywhere. People will flock to a store when there is a chance for them to get something for nothing. When the "something for nothing" is real money it should prove doubly attractive. The birthday gifts ranging in amounts of \$1 to \$50 were attractive. An analysis of this scheme will show its actual cost, as it is explained that every \$500 is divided into 268 gifts which average in cost about \$1.85. A reduction in price on 268 suits or overcoats of \$1.85 would hardly appear as attractive and would not pull as well. Such schemes as this are good ones. The gift looks large and attractive.

A small store could use this idea and offer a gift with every article purchased. Supposing \$200 is to be given and the average gift was to be made 25c. It might be divided in a great many ways to produce this result, but the following would be good:

500 gifts 1 cent each	\$ 5.00
200 gifts 25 cents each	50.00
100 gifts \$1 each	100.00
2 gifts \$10 each	20.00
1 gift of \$25	25.00
	<hr/>
	\$200.00

In such a division one could be offered with every purchase, even if the purchase was for only five cents. The large number of one-cent gifts will only make the scheme better, because it will cause a lot of fun and talk.

These gifts are to be divided as shown and placed in separate envelopes and sealed. They are then placed in boxes edge up and kept closely packed together so that one could not distinguish what was in it from feeling it. The customer is allowed to select one envelope and must abide by his or her first selection, whether it should prove a large or small gift.

A scheme of this kind will not require a great deal of advertising, but should be sufficiently advertised so as to get it well started. When once started it will advertise itself.

A Dollar-off Sale is a feature of shoe stores and others where prices range from \$2 to \$6 or thereabouts. The Palace Clothing Co. advertise a Dollar-off Sale of shoes. The reproduction of the dollar in this advertisement comes very close to being a misdemeanor in the eyes of the law.

In holding a Nine-Cent Sale, the figure "9" should play a considerable and conspicuous part in every price quotation. They should run, "9, 19, 29, 39, 99, \$1.99, \$9.99, etc.;" the more nines used the more impressive the figure becomes. The figure "9" should be displayed largely in advertisements and in windows and interior displays.

Kramer's Department Store, Gaylord, Mich., held a Nine-Cent Sale that lasted a week and had some unusual features. There were a great many articles that usually sold from twelve to thirty cents, marked down to nine cents. In addition there were a number of much higher-priced articles that were sold at nine cents in the manner explained in the following paragraphs quoted from their advertisements:



Dollar-off Sale

All Finest Shoes Reduced!

Men's \$12.00 Sattinas, also Washers,	\$4.00	Men's \$12.00 Brodeuses, hand made,	\$7.00
Men's \$10.00 Sattinas (no Cuts), deliques,	\$4.50	Leather \$10.00 Ladies & Misses, also Pumps,	\$4.00
Men's \$10.00 Brodeuses, also Brodeuses,	\$5.00	Leather \$10.00 Ladies & Misses, also Pumps,	\$5.00

First Day of Sale **August 8th** **First Day of Sale,**
TODAY! *The Palace* **TODAY!**
Clothing Co.

LADIES' COATS, ONLY NINE CENTS

"Here is where the magical nine cent figure shines the brightest. Every one who has seen our stock of coats acknowledges that it is the best and largest assortment ever shown. Short jackets, pony jackets, three-quarter lengths, cravenettes and silk coats. Every style you could wish for is here. The regular prices range from \$4.50 to \$16.50. Bring three of your friends who want coats and get the fourth coat, the lowest priced one in the purchase, only nine cents."

LADIES' CRAVENETTES FOR NINE CENTS

"We have an excellent line of Ladies' Cravenettes, new empire and princess back, in shades of tan, gray, brown, black and white. This is one of the most serviceable and durable rain coats you can get. They are waterproof, and for driving there is nothing better. All sizes in stock. From \$5 to \$16.50. Try and club with your neighbors. Every fourth cravenette, the lowest priced one in the purchase, only nine cents."

WOULD YOU LIKE THIS SUIT FOR NINE CENTS?

"This is the way to get it: Bring in four of your friends who will each buy a suit of clothes and get yours for nine cents. Every fifth suit, the lowest priced one in the purchase, only nine cents."

In addition to the bargains quoted above, there were many other similar offers in which the third, fourth or fifth article was sold for nine cents. Some of the articles listed in this way were shoes, linen napkins, fine table linens, petticoats, waists, dresses, skirts, fine white goods, corsets, etc.

Nevin Bros. Co. held a nineteen-cent sale for two days for the purpose of introducing their new Bargain Basement department to the people of Chicago.

Mill and Factory Sales, Mill End Sales, Factory Sample Sales and similar sales are all good ones to use. The possibilities of bringing out good advertising ideas are increased by having such topics as these to exploit. The wholesale price of an article is looked upon by most men and women as being not only particularly low, but as representing the lowest actual value of an article. Convince the public that you are selling at wholesale prices and you have won them over. They will be satisfied with the prices and the goods.

Another splendid sale plan is the Department Managers' Sale. In this sale the department managers are supposed (by the public) to take the bit between their teeth and make a grand race for the home stretch. This idea should of course be fostered in the advertising.

The idea of having each department competing with the others for large sales should be strongly featured, as that produces an impression that prices will be cut pretty deeply to make quick sales.

From 1867—

To 1911

Rollman's 44th Anniversary Sale

A sale that shall eclipse in magnitude every merchandise event this year! Amazing offerings, startling price cuts, unparalleled bargains will abound in new, BRAID-NET, Spring wares, new Ready-to-Wear Gowns of every good design, new Shoes, new Millinery, new Undergarments, new Patterns, new Housefurnishings, new—Everything! In celebrating we'll give away \$50,000 or more! Part of the proceeds of wartime necessities as what WE still give away! None of our regular department store profit but by years that we, and that we're backed up by great special purchases from our manufacturers, who have furnished us with money your sort of very much underpriced loss!

Preparation for this sale has been extensive and large quantities of the new-season goods have been bought expressly for this birthday celebration! But we anticipate a tremendous response, and so, in your own interests, we urge your early attendance Monday "Our Forts,"

[illegible]

Anniversary Sales are always productive of good results when the announcements are so good as that of The Rollman & Sons Co., Philadelphia, Pa. Notice the manner in which 44 is used in the pricing of the different offerings. This is an idea that can be utilized to its fullest extent no matter how many years old the firm may be.

[illegible]

should be some one around the store to point out the different attractions, which should not be all bunched together but spread around so that mere visitors must visit all departments to see all attractions. There are

hundreds of ways to attract children that are so inexpensive that they might be employed all the year around, but something special like this coupled with a distribution of souvenirs suitable for juveniles must be great for drawing trade. Of course people are invited to inspect the wares as well as the attractions before they leave the store.

Spear's advertising contains a lot of timely value. At the time this advertising was done Mutt and Jeff were at the zenith of their popularity. Newspapers scrambled for the privilege of printing these caricatures on the foibles of our daily life. It is to laugh! Spear's advertising manager knew what he was doing.



MUTT TAKES JEFF TO SPEAR'S DOLLAR SALE



No wonder MUTT couldn't resist the temptation to surprise his wife by fixing up the home. It's only TWICE-A-YEAR that one has an opportunity to furnish a home on a DOLLAR-PAYMENT PLAN. SPEAR'S DOLLAR SALE is surely the most extraordinary in the history of the home-furnishing business. It invites you to BRING ONE DOLLAR—no more, no less—and offers you the choice of ANY ARTICLE OF FURNITURE, ANY RUG OR CARPET in our entire stock. Hand the salesman your DOLLAR and the article you select will be DELIVERED AT ONCE TO YOUR HOME. No "ifs," "ands" or "buts"—it MEANS what it SAYS and SAYS what it MEANS. Miss this sale and you will have to wait SIX LONG MONTHS for another. You'll find all Goods marked in Plain Figures, and we back 'em up by selling them to you on a 30-DAYS' FREE TRIAL.

"House Furnishings at Gimbels," Philadelphia, Pa. Here's an advertisement that is just crammed full of attractive offerings, so closely set together as to make one's eyes ache to read them all, and yet hundreds and thousands of women read that advertisement from beginning to ending. Many firms selling house furnishings, as here indicated by granite ware, kitchen utensils, cutlery, etc., never make any effort at any time of the year to increase their trade in these lines. They have them in stock when called for and that is all there is to it. A special week for these lines would surprise some of our staid old hardware dealers who seldom advertise in any different manner than their grandfathers did. The idea of having demonstrations is a good one to tie up to. They mean more business every time. Many housewives are using old and out-of-date methods of cooking, house cleaning, etc., because they do not know any better. Show these by demonstrations how much better the new style articles are and they will buy them. Show up the little things; they sell as readily as larger ones.

Our buyer was there

AUCTION SALE OF PLAIN AND FANCY SILKS

ASHLEY & BAILEY COMPANY TO
SELL OVER 5,000 PIECES

Likely to Have But Little Effect Upon
Market—Stocks Not Large and Good
War Goods Realized—Better Tone to
Conditions Noted

Yesterday, it was learned that the Ashley & Bailey Company were to have an auction of silks on Feb. 5. Members of the firm, when seen, would make no statement in regard to the sale except what is contained in their circular, which is to the effect that 5,000 yards of plain and fancy silks would be sold at a special preliminary sale by Townsend & Montini, auctioneers. The offerings comprise plain silk, tulle, gauze, de soie, mou de soie, messaline, surah, etc. from 10 to 25 yards. Lyons, striped, checked, etc. 10 to 25 yards. Lurex, eroge de robe, etc. 10 to 25 yards. Plain and fancy silks, etc. 10 to 25 yards. On Wednesday, February 7, the sale will be ready and the silks will be on hand for inspection.

The auction trade through the firm's purchases, which are made in large quantities, and the firm's reputation for the sale of silks, etc. is well known.

From the Journal of Commerce (New York)

Just

Don't Miss

The Great Silk Sale

Monday, March 5

5,000 Yards All Bought

At Auction

See Saturday's

Commercial-News

For All Details

Emery Dry Goods Co.

Did You Ever Smile?

The Emery Store has a sure
cure for the worst case
of blues

Watch for the details:
You'll Smile



Abraham & Straus, Brooklyn, N. Y., show us how attractive thanksgiving time is. Note how they have introduced almost everything that was ever heard of in connection with Thanksgiving into the illustrations of their advertisement. The offerings, being seasonable, should have been quickly snapped up.

"Another 100 Bargains." This heading shows us conclusively that there had been one or more hundreds before this. It is also conclusive evidence that Snellenburg's former bargains were quickly snapped up or they would not be offering another hundred. For such an announcement the advertisement-writer could not have chosen a better display. Each bargain is separately boxed and labelled with its number. Some such sales plan for special bargain days could be used by any store with profit.

Workingmen's sales are usually good profit bringers, although the workingman as a whole is the hardest customer to suit in the world. His own personal wearing apparel, owing to the rough usage to which it is sometimes subjected, does not give that satisfaction and long wear that he would like, and he is apt to call the merchant a robber and a "trust." But this should not bother the merchant. This kind of feeling is only on the surface; at heart the workingman is a jolly good fellow. Produce a sale in which a workingman's wearing apparel is featured and he'll put on his Sunday best and make tracks for your store at once.

The Stumpf & Langhoff Stores, Milwaukee, Wis., produce a genuine workingman's advertisement. Every trade is represented by illustrations and it must attract the worker. The prices quoted on seasonable and appropriate articles for laboring men must make business.

The Emery Dry Goods Co., Danville, Ill., recently purchased 5,000 yards of silk at special prices and advertised it in a very attractive manner, so attractive that it was effective. The silks were sold and that is what the advertisements were used for.

The first advertisement announcing the sale is reproduced here. It speaks for itself. The idea of reproducing a portion of a newspaper, showing conclusively that the purchase was no fake, while not new is a good one. It shows distinctly that the silks were sold at auction. The Emery Dry Goods Co. claim their buyer was there and that 5,000 yards were purchased. This advertisement was merely a preliminary one. Others followed describing the goods, giving the quantities and prices.

There have been thousands of different kinds of sales, but there has perhaps none ever been held quite so out of the ordinary as one held by this same firm. They announced the sale as a "Happy Week" sale. Every bargain was a smile. "There will be large smiles, small smiles, smiles of all sizes. If you haven't smiled for years you will surely smile next week." It was thus they announced its inauguration.

It is altogether likely that the management of The Emery Dry Goods Co., Danville, Ill., wore a continual smile for sometime after the "smile sale." The idea was original and out-of-the-ordinary, yet was not "funny" nor "cute." The intention of an advertisement-writer is to

get as many people as possible to read his advertisement, whether they are interested in the goods or not. Small advertisements were printed in different parts of the paper at different times to work people's curiosity up to a point that persuaded every one of them to read the big advertisement when it appeared. One important point in the up-to-date clearance sale is to make it attractive and interesting. Many advertisement writers go along in the same old rut when they might dig up interesting facts for special sales. After such an advertisement all of the clerks should have been instructed to smile their prettiest, and there should have been

There Will Be

***Large Smiles,
Small Smiles,
Smiles of all Sizes***

*If you have'nt smiled for years you
will surele next week. The coming
event will be the jolliest you ever saw.
Watch for every detail.*

Smiley Day Goods Store *Smiley Day Goods Store*





plenty of "smile" posters and "smile" price tags in the window to keep up enthusiasm. There should have been smile circulars and rubber stamps, package slips, etc. The two advertisements reproduced will give the reader some idea of what the big two-page advertisement must have been like. It was composed of many similar panels from which smiling, happy faces peeped out.

The Elgin Advocate, Elgin, Ill., is a live sheet and sees the advantage of co-operating with the merchants of Elgin in bringing out a lot of trade on two Red Letter Days. This is a splendid kind of sale advertising. The whole plan of this co-operative scheme was explained on the front page of The Elgin Advocate, which is reproduced on the following page.

Bargain Day Number
PART ONE 28 Pages

The

Elgin

Advocate

Bargain Day Number
PART ONE 28 Pages

SIXTIETH YEAR

ELGIN, ILLINOIS, SATURDAY, JUNE 20, 1914

ESTABLISHED 1847.

COME TO THE GREAT RED LETTER BARGAIN DAYS IN ELGIN JUNE 20 & 21

Details of Plan Explained, Elgin's Invitation to Suburbanites Extended and List of Merchants Offering Discounts

Elgin Stores Grow Rapidly; Vicinity Trade is 'Court'

PROGRESSIVE Elgin business interests, keen to the opportunities of making Elgin a great shopping center for the whole surrounding territory, have made radical steps within the last few years to make Elgin a more for suburban buyers—to make it an attractive city for its neighbors—to draw people from the whole vicinity.

Realizing that only by building up the stores and handling the most assorted and best of merchandise available could Elgin ever become the shopping "mecca," merchants have expanded along these lines. Neighbors of Elgin who have not visited the stores of the city for the last few years will be thoroughly surprised at the change and have seen the changes as they have been made. It will be surprised if they will stop, look back and compare Elgin stores today with Elgin stores of a few years ago.

The growth has been wonderful. "New" stores have been built, old stores have been remodeled. Modern methods prevail in all the establishments. Department stores no longer occupy a single floor, as they did ten to twenty years ago. Electric elevators link the floors from floor to floor. The department stores are department stores in truth.

The same goes for that is seen in the stores themselves. The stores are in the Elgin shops is now possible to buy the same goods that are offered for sale in the stores of the great cities of the country. There is the same variety assortment of merchandise and wanting appear that you will find in the big stores of the metropolis.

High prices are no longer a thing of the past. Elgin's most fashionable dressers buy their clothes easily made at the home stores. In every line of trade this is true.

In preparing for the RED LETTER BARGAIN DAYS, the leading merchants of the city have outlined themselves. They are offering a five per cent discount on all purchases in order that many residents of nearby towns will come and get acquainted. After you have visited Elgin's stores once, you will come again. The merchants realize this fact and it is for this purpose that they are offering the extraordinary merchandise of a cash discount.

Monday and Tuesday of next week have been selected as bargain days. The merchants of Elgin join in a unanimous welcome to the people of the vicinity. They will extend to you a cordial reception and The Elgin Daily News and Weekly Advocate, through which bargain days have been arranged, join in the invitation.

Throughout the territory adjacent to Elgin work will be laid and under next Monday and Tuesday and the residents will come to Elgin to shop. Nowhere before has the merchandise of this city made a similar achievement. It is probable that no other city in the section of the country ever offered a like proposition.

Let us your neighbors will be here on that day. You will see how many of your friends from neighboring towns and perhaps many friends will come to Elgin to shop Monday and Tuesday, and come to Elgin. Make one of those days a holiday. You have been going to some Elgin for a long time. You have heard about the rapid growth of the city. You know that a day spent in its beautiful parks could not be more enjoyable. Just forget the fact that you think you have to do and take "a day" to Elgin. It will do you good; it will be a day.

Merchants Unite on Plan

Leading Elgin merchants have united in the plan for RED LETTER BARGAIN DAYS. Every line of merchandise is represented and in order that prospective Elgin visitors may be assisted in reading the many announcements in this paper, the list of advertisements using display space has been classified by sections of the paper and the classification is given below. Other merchants interested in the plan and who make their announcements in the plan of the shop, let notices will be found on Page 2 of this section.

SECTION ONE

DETAILS OF PLAN AND INDEX. Page 1.
BROOKMAKER & CO., the Wardrobe, Clothing Shop, Page 2.
RALPH INGLETT WALL PAPER CO., Special on Wall Paper, bottom Page 2.
A. LEAHY, the Elgin Furniture and Upholstery Shop, Page 3.
ACKMAN'S BROS., The Big Store, entire middle section, Pages 4 and 5.
KARLSEN'S WEST SIDE DEPARTMENT STORE, top of Page 7.
TROST & ROGER, Framed Pictures, bottom of Page 7.
MEERMAN THE CLOTHIER, bottom of Page 8.

SECTION TWO

J. M. KIMBALL, Furniture, bottom of Page 1.
EDWIN HALL, The Retail Store, Drugs, top of Page 2.
F. J. FRANK, Harness and Leather Goods, top of Page 2.
W. S. BAYLES, Piano and Musical Goods, bottom of Page 2.
HENRY MUNTZ CO., Buggies, Harness and Farmers' Supplies, top of Page 3.
ELGIN DRESSING AND DRESSING CO., Wall Paper and Paints, top of Page 3.

ROBERT D. BROS., Jewelers, bottom of Page 3.
ZIEGLER BROS. CO., Hardware and Kitchen Utensils, bottom of Page 3.
F. T. BROWN, Great Department Store, entire middle section, Pages 4 and 5.
G. D. COOPER, Jeweler, top of Page 6.
F. A. COPELAND, Jewelry, bottom of Page 6.
GEO. S. ADAMS CO., Records and Sporting Goods, top of Page 6.
W. A. SKINNER, Groceries and Dinner Sets, bottom of Page 6.
ELK DRESS STORE, top of Page 7.
WM. HART, Wall Paper and Drapery, top of Page 7.
CARL ANDERSON, Druggist, top of Page 7.
R. L. J. PETERSON, Paints, top of Page 7.
WEDDIE BROS., Jewelers, center of Page 7.
BRITTON & DOUGHERTY, Buggies, bottom of Page 7.
GEO. M. PECK CO., Dry Goods, entire Page 8.

SECTION THREE

BERNARD & TETTER, Photographs and Plaster, bottom of Page 1.
FIRST NATIONAL BANK AND ELGIN CITY BANKING CO., entire Page 2.
RAVIERO HARDWARE CO., Hardware, Shoes, Silverware, etc., Page 3.
BERNARD'S Clothing, Hats, etc., top of Page 4.
ROCKE & CLAMBERG, Framed Pictures, bottom of Page 4.
L. OSHKIN & CO., Women's and Children's Outfitters, Dry Goods, etc., entire Page 4 and 5.
W. A. BAYLES, Piano, top of Page 6.
MRS. KRIDEMANN, Hair Goods and Ornaments, center of Page 6.
NELSON & NELSON, Groceries, bottom of Page 6.
RAVIERO JEWELRY CO., Jewelry, Clocks, Silverware, etc., top of Page 6.
GEORGE HANCOCK CO., Shoes for all ages, bottom of Page 6.
PAULER'S FINE PAYMENT STORE, Elgin's Greatest Home Furnishers, top of Page 7.
ELGIN & CO., Elgin's Favorite Clothing, bottom of Page 7.
THE ELGIN DAILY NEWS AND THE ELGIN ADVOCATE, Special Price - Offer and Four Magazines Free, entire Page 8.

SECTION FOUR

MENDELSON'S, a Block of Clothing, Bargains, Page 1.
AUBURN, ELGIN & CHICAGO R. R. CO., Inducements to Travel via Trolley and Third Rail, entire Page 1.
THE PALACE OF FASHION, Military Amusement, top of Page 3.
THE ELGIN NATIONAL BAZAR, Exploiting the Road to Riches, Page 3.
UNDERWOOD, JOHNSON, STOFFEL CO., Stock on Sale, entire Page 4.

Five Per Cent Cash Discount Is Offered to Suburbanites

WITH the purpose in view of bringing to Elgin on Monday and Tuesday of next week visitors from throughout the adjacent territory, Elgin merchants have set these days aside as RED LETTER BARGAIN DAYS and through The Elgin Daily News offer a five per cent cash discount on all purchases made by out of town shoppers.

The idea is a novel one. Never before has it been done in Elgin. Few cities in the country have ever undertaken such a large scheme. Shop and thank for a minute what it means. It means that on every purchase you make you are paid back five per cent of the amount of the purchase. It assures you immediately a bargain.

The idea is fostered by The Elgin Daily News and The Elgin Weekly Advocate. Merchants of Elgin and of their progressive spirit and adopted it at once. Every leading business house in the city joined in the plan. All lines of trade are represented. You can buy anything from a tin dish pan to a silk dress and summer suit and get a five per cent discount on your purchase.

On this page of The Elgin Advocate you will find a coupon. This coupon has been specially made to take up the plan. It is intended to be used by the merchants of Elgin and is essential if you wish to take advantage of the RED LETTER BARGAIN DAYS.

After you have clipped the coupon put it away for safe-keeping and remember that you have it when you start for Elgin.

When you make your purchase in the stores show the coupon to the clerk. When you pay for your purchase the clerk will give you a slip showing the amount you have bought and the discount to which you are entitled. When you have finished shopping bring these slips to the office of The Elgin Daily News. Present them at the counting room and you will receive in cash five per cent of the total amount of your purchases in Elgin on that day.

The merchants through The Elgin Daily News are offering the discount and what The News is the clearing house of the plan. The Elgin Daily News is offering a discount on subscriptions on the two days. That offer is explained in full on page 8 of the Third Section.

In this issue of The Advocate, the merchants of the city make their announcements. They are unanimous in their invitation to you, to join personally, to come to Elgin on the RED LETTER BARGAIN DAYS and visit their stores.

Now when you have read this just stop and think it over. Figure up, if you can, how you can afford possibly, not to let visiting Elgin's visitors on next Monday or Tuesday. And if you can figure out how you can afford to stay at home, then figure out how much you will save if you come. And when you have finished figuring you will have decided to come.

RED LETTER BARGAIN DAYS are Monday and Tuesday, June 20 and 21. Forget your troubles and come to Elgin. You can afford to show it, you mustn't miss it.

Subscribe For

The News
Bargain Days

See Special Order on

Page 4

of Third Section

Cut Out This Coupon and Show it When You Make Your Purchase



Red Letter Day Cash Slip

Presented at The Elgin Daily News Office

Amount of Purchase \$ _____ Elgin, Illinois, June _____, 1914
Myself, Legally & Truly

_____ has traded with me on Red Letter Bargain Days in the amount of \$ _____ and, and is entitled to the 5 per cent cash discount, which you will kindly pay.

Signed _____

Subscribe For

The Advocate
Bargain Days

See Special Order on

Page 4

of Third Section

Part Five

ADVERTISING OF SPECIFIC LINES

INTRODUCTION TO PART FIVE

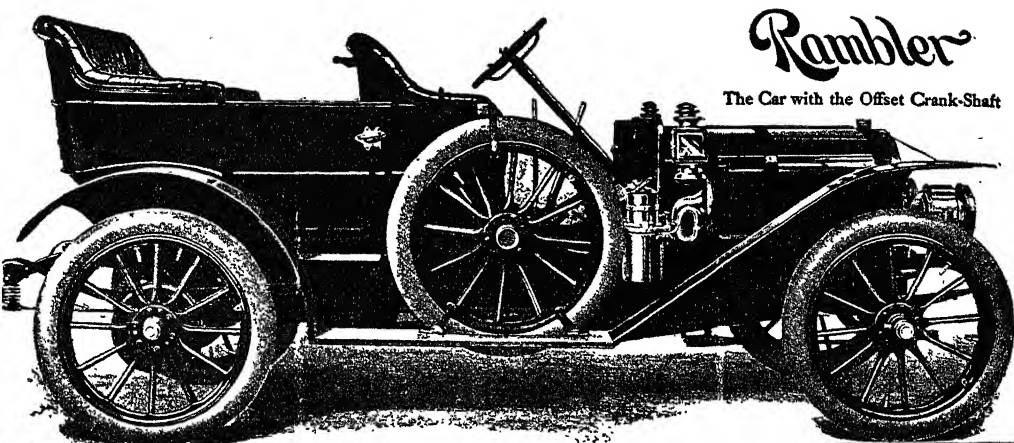
IN PART V. will be found a very practical exposition of the advertising of different classes of wearing apparel, foods, drugs, house furnishings, etc., banks, trust companies, real estate, gas and electric companies, laundries, etc.

Believing it much easier to teach by example than by precept, a great many specimens of real advertisements, clipped from many newspapers published in the East and West, North and South, are given.

Some of these specimens are good and some are bad. In every case the writer has fearlessly criticised them, whether they have been written by the little merchant around the corner or by the high salaried advertisement writer of the large department store.

The good points have been pointed out as well as the bad. The type arrangement, the illustrations and the grammar have all come in for their just share of criticism. We might concede, however, that some of the advertisements that have been adversely criticised have brought business. But any dissenter who might take exception to our criticisms must, on the other hand, concede that a better advertisement would in all probability have brought more business.

We have given the address of the firms whose advertisements we have reproduced so that the reader might know in what part of the country they were used.



Model Forty-four, 34 H. P., \$2,250.
Spare Wheel, with Inflated Tire, Brackets, and Tools, \$74. Magneto, \$150.

Quality in the Rambler

That quality of refinement in workmanship and material which dominates every detail of the new Rambler is most apparent when it is compared, part for part, with cars costing hundreds and thousands of dollars more.

The perfection of every detail in the making of this automobile can be attributed to that infinite care and pride in his work which every Rambler mechanic brings to his individual task. The selection, indifferent to cost, of the materials used and the finished skill applied to fashioning each part stamps the Rambler as a car of character.

The Rambler Spare Wheel, Offset Crank-Shaft, and other exclusive Rambler features are but evidences of our constant effort to provide for the comfort and satisfaction of Rambler owners.

May we send you the new Rambler catalog or a free copy of the Rambler Magazine, a monthly publication for owners? Rambler automobiles, \$1,150 to \$2,500.

Thomas B. Jeffery & Company

Main Office and Factory, Kenosha, Wisconsin

Branches and Distributing Agencies

Chicago Milwaukee Boston Cleveland New York
San Francisco Representatives in all
leading cities

THE CAR OF STEADY SERVICE

CHAPTER XLIII.

AUTOMOBILE ADVERTISING

AUTOMOBILE advertising from a retailer's standpoint is confined to the few larger cities. As a usual thing the dealer does little more than follow the copy used by the manufacturer.

Automobiles do not appeal very strongly to the small wage-earner. It is classed as a luxury and yet it is as much a necessity, these days, to a certain class as clothing is.

Newspaper advertising must to a certain extent be largely general and of an educational character. It supplements the direct advertising being done by the solicitor and the circular letter.

The advertisement of the Rambler car is typical of all good auto advertising. It tells about the good features of this particular car and gives both a picture of a car and the price.

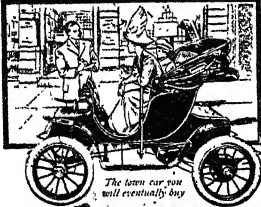
One feature of automobile advertising is the large amount of space that is used. Page spaces are not uncommonly used in making the formal announcements of the new models and in featuring some of the newer points of the machine. Half pages and quarter pages are so common now that they are apt to be overlooked by the reader unless some very strong feature is brought out. The name of the car is usually very strongly played up. The price is now nearly always quoted. Usually a good illustration of the car is shown.

A great deal of the best automobile advertising is done by following up requests for catalogues, by circulars and other printed matter and by personal solicitation.

There are a great many classes of men who can use machines in their business. The doctor has found it worth his while to purchase a car because it saves him a great deal of time and at the same time gives him much needed outdoor exercise. Lawyers and business men find it a great convenience to have a car to take them to and from their homes to their offices. Travelingmen who have local territory are beginning to use the automobile more and the railroads less.

The commercial car is a newcomer on the market and one that will long remain with us. These cars will eventually take care of all the deliveries of our city stores. Such cars are not being advertised in newspapers much as yet, presumably because the demand for them is still much larger than the output.

The Acme Motor Car Co., Reading, Pa., use a good argument, but it is hidden away amidst the general display of their advertisement.



The town car you will eventually buy

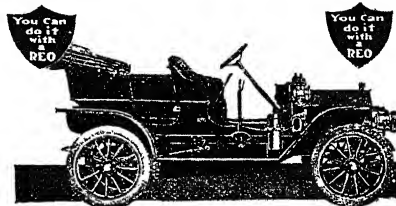
COLUMBUS ELECTRIC

From 1 1/4 to 3 cents a mile!
So inexpensively you don't hesitate to use it constantly.

Low upkeep is one of the greatest reasons for buying an electric but particularly is this true of the Columbus. It is lighter than other electric cars, runs on two 600 pound wheels means no undue weight to consume power and wear out tires. The few mechanical parts the Columbus has, are enclosed, run in oil, dust and waterproof. There is nothing about it to break. It can be charged at home. Gives you excellent service at low cost.

Standard Reide Batteries are our regular equipment. Write today for catalogue showing our two models of four and two passenger Coupes, Sedanettes and other styles. Let us refer you to nearest dealer.

THE COLUMBUS BUGGY CO
380-450 Dublin Avenue, COLUMBUS, O.
Established 1870



Reo \$1000

Top extra

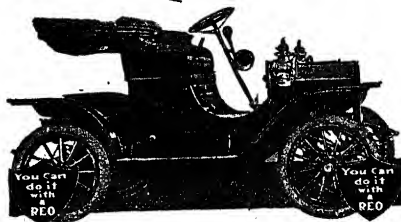
In the long run, the short run, or in any run, the thing that counts most is get-there-and-back-ability.

Remember this, and remember the Reo perfect record in every Glidden Tour from the first to the last.

Send for the Reo catalogue and Two Weeks—A Shocking Tale of the Glidden Tour.

R M Owen & Co Lansing Mich
General Sales Agents for the Reo Motor Car Co

Reo Runabout \$500




The Acme

JUSTIFIES ITS NAME

SPECIAL SIXTUPLET
6-7-8-9-10-11-12 H.P. \$1250

Every one of hundreds built by THE ACME MOTOR CAR COMPANY show to start, seven years ago, is still running in the hands of its purchaser. That is one reason why it is called "THE ETERNAL ACME".

THE ACME MOTOR CAR CO., Reading, Pa.

The Columbus Buggy Co., Columbus, Ohio, use a good slogan—"The town car you will eventually buy." The text of this advertisement starts out to allay the general impression that electric vehicles are ex-

pensive. "From one and one-fifth to three cents a mile." Low upkeep is a stock argument with auto dealers but actual prices are convincing just the same.

R. M. Owen & Co., Lansing, Mich., general sales agents for the Reo, have adopted a good slogan—"You can do it with a Reo." The text of this advertisement is not convincing—not as likely to produce business as that of the Rambler advertisement.

"The White Steamer is the most desirable car." If you do not believe it read the advertisement and find out why. The principal advantages of the White over other machines are given and in readable, short sentences too. This advertisement has the most meat in it of any of those reproduced.

Cars at lower prices must be advertised much more strenuously than cars at a high price and of known, standard value. However, the time is not far distant when every car, no matter what the price, must sell on its merits and not upon a reputation earned years ago. This reputation, if properly sustained, will of course materially aid in their sale.

THE WHITE STEAMER

Is the Most Desirable Car



The White Steamer possesses so many points of superiority over other types of automobiles that any one who purchases a car without first investigating the White is acting with only a partial understanding of present-day attainments in the construction of automobiles. The principal advantages of the White may be summarized as follows:

- All variations of speed are obtained without the shifting of gears.
- The speed of the car responds instantly to the throttle.
- It is free from vibration.
- It is solid.
- It is smooth and quiet.
- The engine can never be "stalled."
- It starts from the rest—no "cranking."
- It is easiest on tires.
- The power is transmitted without the use of a friction clutch.
- It is unequalled for hill-climbing.
- It is the simplest car to operate.
- It is the safest for the passenger as well as for other users of the highway.

We can meet the requirements of almost any pocket-book with either our 20 horse-power car at \$2000 (shown above), or our 40 horse-power car at \$4000.

WRITE FOR CATALOG

THE WHITE COMPANY

CLEVELAND, OHIO

NEW YORK CITY, Broadway at 62d St.

BOSTON, 220 Washington St.

PHILADELPHIA, 1212-14 North Broad St.

PITTSBURGH, 126-140 Beatty St.

CLEVELAND, 407 Rockwell Ave.

CHICAGO, 140 Milwaukee Ave.

SAN FRANCISCO, Market St. at Van Ness Ave.

ATLANTA, 126-122 Marietta St.

CHAPTER XLIV.

BAKERY AND CONFECTIONERY ADVERTISING

ONE of the first aims of the baker and confectioner in advertising should be to secure the impression that the articles advertised by them are pure and of the highest quality. This is not only gained by reiterating the statement that everything is pure, but by a tasty arrangement of the type, border and illustrations and a certain amount of refinement in the text.



O.K. Bread

Has a "Corner"
On Good Qualities

If ever there was a tasty, delicious loaf of pure, wholesome bread, it's O. K. It is cornering the local market with its popularity, as its growth in favor with Topeka housewives has been truly remarkable. And it merits this popularity, as the bread has yet to be baked that equals it in quality. It's a big, tasty loaf, at an honest price.

Good Things For Sunday

Are you having trouble these days in finding eatables that will tempt your appetite? You'll easily solve that difficulty, if you'll drop into this bake shop and see our tasty display of delicious bakery goods. And our menu is at its best on Saturdays, ready for the shopping for Sunday. All kinds of rolls, buns and bread; an appetizing array of many sorts of cakes, cookies and pies; satisfying delicatessens; and a thousand and one things we haven't space to mention. Just drop in, and you'll have no trouble in selecting something to your liking; and it will be made right, of the right material, priced right, and it will taste right.

The Avalon Bakery

831 Kansas Avenue

Tel. 1181



Wedding Cakes

Are In Great Demand.

Any design, or size, you want.

Call and select, or write us.

WATSON'S

100 Main St., Topeka, Mo.

Phone Main 1771.

"Snowflake" Bread.

A home loaf that is absolutely pure and clean. Pure air, pure water, pure food. What should be more pure than bread. "The staff of life" and staple of our every need. "Wrapped in a waxed wrapper to keep the goodness in."

Little's Up-to-Date Bakery
Cor. Elgin and d'Auteuil Lts
Phone 3173
6-41113

Russian Cake

The genuine Russian Cake baked by Mrs. Livinestine, a native of Russia. Just the way they bake it in that country.

This is a special we are putting out for the benefit of our patrons. It is great; try it.

Brudi's Home Bakery

91 WEST MAIN.

Auto Phone 1514.



See What We're Doing Today
An order on paper, only a few lines, for
a delicious drink combined in
A Glass of Our Soda.

For cold, fresh flavored and wholesome
in beverage, our soda water is a
which the three. Goodness to you.

Sherman's
100 W. TRAIL.

The baker has of late years found it very good business to advertise some one brand of bread and to create a demand for it by name. This becomes in time an asset that is salable as "good will."

Little's Up-to-Date Bakery advertise their brand under the name "Snowflake." This is a significant name and suggests light and white bread.

The Avalon Bakery, Topeka, Kas., advertise their bread as "O. K. Bread." One could fill a book this size with a list of such names and yet there are being more new ones selected every year. The illustration of the loaf all ready for delivery, sealed at the bakery to prevent con-

tamination by handling, is good business. This is a good bakery advertisement because it does not stop half way in its announcement like many of them do.

Watson, Winnipeg, Man., has built up for himself a reputation for wedding cakes. It's easy. Try advertising them.

Deliveries

Deliveries of Ice Cream, Candy and Bakery Goods will be made on Christmas and New Year's morning. The above stores will be open Christmas and New Year's day.

Phone orders will be taken until midnight of Thursday, December 24, but it will be an advantage to have orders in as early as possible.

Christmas Dinner

Christmas is such a busy time, and so much care must be given to the selecting of the Christmas gifts that the planning for the Christmas dinner and the entertaining during Christmas week and New Year's is often left until the last and then becomes a burden.

The list of frozen desserts for Christmas and the New Year's dinner prepared with special care for this time of year will be found in this issue. It will be both useful and attractive.

The houses and the households will find the following suggestions very helpful in planning for their Christmas dinner.



Christmas Neapolitan

A blending of three choice frozen desserts, Neapolitan Pudding, Coffee Glace and Apple Ice.

You have tasted a more delicious combination of frozen cream and ice. A quart will make six or seven good size portions, per qt. 60c.

Plain Neapolitan Pudding, with cream, per qt. 60c.

Santa Claus Ice Cream

Can you imagine anything that will please the children more or make a better showing on the Christmas table than Santa Claus ice cream? In frozen cream, serving a tiny Christmas tree!

These are individual portions made to order.

Per dozen, \$2.50.

Plain Santa Claus and Turkey moulds, \$2.50 per dozen.

Large Santa Claus mould made in colors. A most attractive table piece, will serve ten; \$2.50.

Make-up yourself at the time necessary to make the moulds, one hour must be provided for each Christmas.

Christmas Pudding

One of the richest of all our frozen puddings. A Christmas treat in frozen desserts, per qt. 60c.

This is a very rich dessert, fresh vanilla ice cream, a quart will easily serve six.

Meringue Shells

We make a very pretty fluted meringue shell, filled with cherry ice cream for a Christmas treat, per doz. \$2.50.

Meringue shells filled with plain cream, chocolate, vanilla ice cream, \$1.50 per dozen.

Vanilla Ice Cream

Our vanilla ice cream, either in bulk or brick form, is the finest quality plain cream made in Columbia. It's pure rich cream, pure sugar and flavor, per qt. 40c.

Plain chocolate and strawberry flavors same price.

GOOD THINGS for Christmas and New Year At THE BUSY BEE



Yule-tide is the world's great season of festivity and entertainment.

There is the Christmas dinner, the parties and dances of Christmas week, and the New Year festivities.

In all this feasting and entertaining the Busy Bee plays no small part.

Our Confection, Bakery, Ice Cream, Catering and Restaurant departments are at their highest point of activity during the holiday season.

The pure candies, the extra nice things in sugary goodies, the rich, frozen desserts and bakery dainties are made right here in our own splendid, modern factory and are sold at our three stores and delivered by a score of wagons to all parts of the city.

German Christmas Cakes

No family wants to go through Christmas without a treat to German Christmas Cakes.

The national cake of the Fatherland has become very popular in the last few years. The American palate has taken kindly to the spicy taste and rich flavor of the Poppernt, Sprangerer and Anise cakes.

The Poppernt, Sprangerer and Anise cakes 25c

Per case at the three Busy Bee Stores and your grocer if he is an agent for Busy Bee bakery.



English Fruit Cake

German English fruit cake made with the choicest of fruits and rich materials.

The fruit is carefully hand-cleaned, the bakery is done in tiled modern ovens, which insure an even, perfect bake. The quality of our fruit cakes will satisfy the most particular housewife.

Made in one, two and four pound sizes, per lb. 30c



English Plum Pudding

Christmas is hardly complete without this delicious dish. The plum puddings we prepare are made from a famous recipe, with the choicest of seeded fruits and spices; prepared and cooked by an English chef from "Old London". The baking requires twelve hours.

Our plum puddings were a great success last year. When emptied of their sweet contents they make splendid loaf, dinner loaf and Christmas cake. The prices are from 70c to \$2.50.

Box Candies

Every woman appreciates a box of candy as a gift. Handmade boxes of dainty butters and choice chocolates in 12, 15, 25 and 50 size boxes are tied with gold cord or ribbon and put up in the most attractive style.

They should be ordered in advance. A pound will serve five. The price is, per lb. 30c

THE BUSY BEE

North Store Central Store South Store
High & Chestnut High, near Gay High, bet. State & Town

Our Grocer Agents

400 of the leading grocers of Columbia are agents for Busy Bee Bakery goods, and receive a supply every day.

In making up your Christmas order do not forget to include Excellent brand and a loaf or two of the Boston Brown Bread with Raisins and other goods.

Your grocer will take orders for any of our cakes and deliver the same to you with quick other goods.

Christmas Candies

The kind little folks are so delighted with the Christmas stocking Candy Tray.

Made of clear red and white candy; a score of designs is available. To find it, ask for it.

Long necklaces of Candy Beads made of pink, purple, bright colored glycer candy in white, yellow, violet and clear red.

The strings are a real treat, make a pretty hanging and are a good name to eat. The price is 2 for 50c for a set of 100.

Candy Cakes

The best shaped, prettiest colored, they look made Candy cakes come from the Busy Bee candy factory. They are all sizes, from their candy 2 for 50c to a set of 100 for \$2.50.

Broadway Mixed

Dainty little sticks, drops and flowers, all made of pure candy, real fruit and flower flavors.

Some really pretty ones, as with a flower, made through the Busy Bee candy factory.

Barber Pops

Big sticks of solid red and white mint candy—the delight of the children, 5 for 50c each.

Candy Rings

In the shape of a ring, made of clear sticky candy, 10c per dozen.

Pop Corn

Fresh popped rice, corn, plain at 50c per qt., 5 qts. 10c.

Pink sugar, 50c per qt., 5 qts. for \$2.50.

Turned along the Christmas tree, 25c per doz.

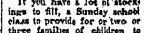
Cut Mixed Candy

If you have a lot of candy to fill, a Sunday school class to provide for or two or three families of children, we can provide you with our Cut Mixed Candy.

10c per lb. Special price in large quantities.

Christmas Candles

For the tree, plain, twisted and fluted, 5c and 10c per doz.



Brudi's Home Bakery offers a genuine Russian cake made by a Jewess, a native of Russia. This is sure to attract curious ones as well as those acquainted with the merits of Russian cake.

The page advertisement of The Busy Bee, Columbus, O., is filled up with suggestions for those who desire to advertise sweets. The Christmas spirit pervades the whole advertisement.

Confectionery has become in many cases a separate business instead of a side-line for the baker.

Loveday, Gloversville, N. Y., asks a question of the reader in the wrong way. It should have been, "Have you been to Loveday's for home-made candy?" Never use a negative in advertising if it can be avoided.

Ice Cream Soda

All the latest drinks in Ice Cream Sodas are turned out of our fountain. If you feel fatigued, faint or sun tired, one of Mair's Ice Cream Sodas will refresh you and start you on your way full of energy. Ice Cream, the purest that pure cream, etc. can make is what we handle. Take some home and try it for dessert. Tell your friends that Mair's is Ice Cream headquarters, or better still, bring them to try some

C. Mair

THE BEST ICE CREAM

IS TO BE FOUND HERE—THE OLD RELIABLE PLACE. OUR HOME MADE CANDIES, FRUITS, NUTS, ETC., ARE ALWAYS FRESH.

VISIT OUR ICE CREAM PARLORS. BEST SERVICE IN THE CITY.

Baldaccini Bros.

Nicola's
Old
Stand.

- HOT WEATHER DISHES -

At Nelson's.

Come in and enjoy the lake breezes off Lake Michigan while you eat our

MELLOW CREAM, Something New.

CARAMEL BUNDAE.

MAPLE BUNDAE.

MARSHMALLOW BUNDAE. (You'll like it.)

For cold soda with icicles on the side, drawn from a well-head sanitary soda fountain in the coolest room in town. We make your wants our specialty. Come in and get cool.

241 So. Court St. — NELSON'S — MEDINA, OHIO.

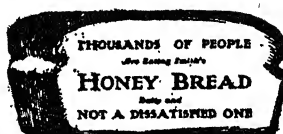
ICE CREAM PURITY

This is the cry, as purity is the cry in all food matters. We are selling the reputation that our products possess from all possible contamination. We have had recently as many as 50,000 positive tests during our ice cream.

The process guarantees its wholesomeness. Our name guarantees its delicacy. A chemist was making frequent analyses of the pure and wholesome quality.

See them at wholesale and retail.

J. J. Becker East and West
Market Streets



Copyright 1915 by J. J. Becker, Inc.

A Pair of Peerless Bakers

Philadelphia Is Equally Proud of Both

Doing the right thing at the right time has given Frank Baker a fame that will live for generations. Doing the right thing all the time has made Ivins a permanent favorite in Philadelphia homes.

Try the Lunch-on-Thins, Sweet Maries, Spiced Wafers, Ivins-pound Cake and other Ivins purity products have made a "hit" that gives them a home "run" in the majority of the homes of Philadelphia. Ask your grocer.

"The Bakery that knows how."

LOVEDAY'S

You Haven't Been to
Loveday's For Home-
Made Candy?

You have missed a treat seldom equalled — never equalled before in this city — this may sound exaggerated, but the statement is made on fact. The best candy ever made is offered you to-day by some stores and from those who know, Loveday's home made candy is the best of all. Stop to-night and take home with you a pound of Peanut Crisp and Molasses Taffy. It's only 15c the lb.

During the summer season the soda fountain is a great attraction. This should be very well advertised during its season.

The Fort William Ice Cream Parlor advertises a \$2,000 fountain from which the public is invited to drink and be happy.

J. J. Becker, Wilkesbarre, Pa., assure their patrons of the purity of their ice cream. They explain that "The process guarantees its wholesomeness." That is a good expression.

Nelson, Medina, O., tells about the new drinks and ices and invites the good people to absorb the cool lake breezes of Lake Michigan while eating and drinking. Take advantage of such a fortunate situation every time.

Baldaccini Bros., St. Joseph, Mich., advertise the best ice cream and the old reliable place. We have all heard of both before. Neither will move mountains nor sell much ice cream.

C. Mair, Port Arthur, Ont., use a sensible talk in their advertisement. Not too long and not too short. A pleasing style of type and properly displayed.

We have the swellest

Ice Cream Parlor

in Fort William

A NEW SODA FOUNTAIN has been recently installed at a cost of \$2,000.

Only the best crushed fruits and syrups used in sundaes and sodas.

The Fort William Ice Cream Parlor
Peltier Block, S. May St.

Hildebrecht's New Japanese Tea Room

Is a particularly dainty place with a distinctive, ly Japanese flavor. But in it we serve other things than tea. It's

An Ideal Ice Cream Room

and is becoming the Mecca for those who shop down town in the daytime, or walk around in the evening. Every day sees it grow in popularity, and the summer will see it a great success.

Why not get used to it?
It's open until 10 p. m.

We're a Special Agency for Belle Mead Sweets

We handle a full line of Belle Mead Chocolate, Bonbons and Caramels, and they can be delivered at your home during the day, by our regular wagon service.

Hildebrecht Catering Co.

17, 19 and 21 West State St.
TELEPHONES 92

Hildebrecht Catering Co. advertise ice cream in such a manner that the reader might wish a dish at once. The Japanese tea room idea will suggest many possibilities to the confectioner in the way of decorations for his ice cream parlors. A handsomely decorated place in which to serve ices and drinks will do just as much for a store in the way of patronage as good, tasty ices and drinks. The manner in which food is served often gives the commonest article a flavor not to be found in fancy foods poorly served.

Smith's Honey Bread is advertised by means of small advertisements. The loaf of bread is inviting, and when argument after argument is given in this way must result in business. There are many good arguments that can be used in advertising bread. The one here illustrated is perhaps the least likely to interest the masses, although many will say, "If thousands of people are eating Honey Bread and are satisfied, it must be good bread."

As an example of timeliness we reproduce a cartoon advertisement of J. S. Ivin's Sons, Philadelphia, Pa. This was inserted during the famous Athletics-Giants baseball series of games.

CHAPTER XLV.

BANKS AND TRUST COMPANIES

ONE would think that every one who would have any use for a bank would know all about its functions, but this is not so. Most persons know that they can deposit money in a bank which will draw a certain amount of interest. Many do not know that a bank will usually loan money on good security, nor, that if they want to send ten dollars away that they can buy a bank draft instead of a postoffice money order or express money order. There are lots of other things that a bank does that the people would like to know about. Many would take advantage of the business privileges afforded by banks if they understood what they were.

The National Granite Bank, Quincy, Mass., takes up the question of safe deposit boxes. This is a comparatively modern development in banking and is well worth advertising.

The Wisconsin National Bank, Milwaukee, Wis., takes up the matter of travelers' checks. The banks that desire this kind of business must advertise for it. Thousands and thousands of dollars are sent daily by postoffice orders that might be sent by bank drafts, if the public knew they could secure these drafts with as little trouble and as little expense.

The Capital National Bank, St. Paul, Minn., does not come out openly and offer a loan to the young business man, but this is good advertising just the same.

Contrast the old-fashioned advertisement of the Farmers' National Bank, Canfield, Ohio, with the above. Not many men with money to deposit have time to read such advertisements.

The East Side Savings Bank, Rochester, N. Y., shows how readable an advertisement may be made. There is no doubt of this advertisement getting a reading. It is so easy to read that one can hardly keep from it.

The City Bank of McKeesport, McKeesport, Pa., use a good argument, but rather a senseless cut. The allusion to saving up is far-fetched in such an illustration.

The Manufacturers National Bank, Troy, N. Y., offer interest for 15 days free, but it is hardly good taste to suggest that money be transferred from another bank to secure this slight premium.

Some conservative bankers do not believe in lowering the dignity of a bank by advertising. They will take a prominent station in social, political and business circles for the purpose of keeping in the "limelight," but when it comes to offering a bank's services in so many words, they shrug their shoulders and claim it is not dignified. They confine

One Dollar Starts an Account

Come with a dollar.
Open a savings account.
It will draw interest.
With your deposits, made as suits your convenience, you will shortly have a savings account to be proud of.
The stimulus to increase it will be stronger upon you than you can now conceive of.
What, in this business world, could be a greater satisfaction to a man than a savings account?
It puts change into you.
It gives you initiative.
It fits you to meet the duties and advantages of life promptly and efficiently.
For it is just ahead with its promises and rewards.
No mortal can say which shall fall to him.
But every man can save, even if it be but a little at a time.
Ten Dollars somewhere out is a beginning hard to give.
Make the start at once.
After the ice is broken, you'll want to save.
Your pass book is ready.
May we ask back for you soon?

THE EAST SIDE SAVINGS BANK

Corner Main and Clinton Streets

PRUDENCE

Practical wisdom; caution

You may be practical in your ideas of applying your wisdom in earning money yet not be cautious regarding expenditures. Eliminate wastefulness and deposit your money where thousands of wage earners receive a safe interest rate on deposited earnings.

Transfer or deposit your money on or before April 15th and it will draw Liberal Interest from April 1st.

Manufacturers National Bank

Saturday Bank, Registered
March 26 to April

TROY, N. Y.

FARMERS

We do not view the making of money as the chief end of any community, for we do believe that the accumulation of wealth is essential to the proper development of the people. In casting about for the co-operation of a good bank, remember that it is as necessary to borrow your money of a strong bank as it is to deposit with a strong bank; that the Farmers

NATIONAL

Bank of Canfield, Ohio, is always in a position to help worthy borrowers of this community and especially the farmers in the territory surrounding it, by loaning money on approved security. We have been the means of helping a great many people along to success. Our Savings Department is an excellent feature, affording as it does the privilege of withdrawals together with the advantage of FOUR PER CENT. interest on your funds.
What makes a

BANK

sound and safe? It is not millions of capital and deposits, but rather the value of the assets in the loan item, consequently the ability of any financial institution to safeguard the interests of its depositors and stockholders, demands largely, if not altogether upon the ability of its officers in their selection of the loans and securities. We invite you to inquire into the methods and management of The Farmers National Bank of

CANFIELD, OHIO

ALICE DICKSON, President. MARK H. LUDLOW, Cashier.
JOHN DILLON, Vice President. H. C. DICKSON, Asst. Cashier.

Ten Thousand Banks

throughout the world accept our Travelers' Cheques at their face value. They are *always and everywhere* good and are *self-identifying*. You don't have to worry or bother about cash, letters of credit, etc., when you have a book of our

Travelers' Cheques

in denominations of \$10, \$20 and \$50. The most convenient currency obtainable for either foreign or domestic use. Proof against fraud, theft or loss. Transportation Lines, Hotels and Merchants everywhere cash them.

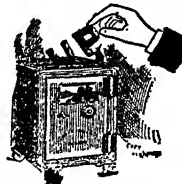
We will gladly give you further particulars on application.

THE WISCONSIN NATIONAL BANK

of Milwaukee

Capital and Surplus, \$3,000,000

SAVING UP



Without the aid of a bank it is never profitable and seldom successful.

With a bank book in one's possession the desire to save grows with the demands and wasteful expenditures are curtailed.

Interest at the rate of 4 per cent. is paid by

THE CITY BANK

And helps materially in credit the balance at the end of the year.

The security afforded by our vaults is another strong reason why we should receive deposits.

The City Bank of McKeesport, 514 WALNUT STREET.

Capital and Surplus \$200,000
4 Per Cent. Interest on Savings Accounts.

Young Business Man

THIS bank is distinctly a business man's bank. It has made a specialty of the banking needs of business men and therefore knows their requirements.

You will always find us willing to help you wherever we can in the development of your business, if you carry a checking account with us.

Your checking account will be welcomed at this bank, where you are assured of absolute security and the most courteous service.

We cordially invite personal interviews

The Capital National Bank

Capital \$500,000.00 Surplus \$100,000.00
Corner Fifth and Robert Streets,
CAPITAL BANK BUILDING.

THE SAFEST PLACE

For Your Valuables

Legal documents, and private papers—is a safe deposit box in the Granite Bank. Our vaults are fire proof, burglar proof and convenient. The expense is trifling; \$5.00 a year for a box like those costing twice as much in Boston. Delays are dangerous and often costly. Private coupon rooms for your exclusive use free if you hire a safe deposit box.

NATIONAL GRANITE BANK

their effusions to bank statements and a simple business card in the local newspapers.

In the olden days when there were few banks and little competition; when people had not been educated to the proper value of banks and banking institutions, this method of advertising was good enough. The whole aim of the newspaper advertising and the printed annual statements were to clearly show the stability of the institution. For this purpose men whose standing was largely known were placed upon the board of directors. Their names were supposed to, and did in those days, lend a certain amount of stability and security to any undertaking in which they were interested.

The Savings banks were perhaps the first to start an educational campaign for the purpose of increasing their savings accounts. A bank's business is only bounded by the amount of funds they may have for conducting that business. Their profits come largely from loans, and the more funds on hand the more loans may be made, and consequently the more profits will accrue.

The Missouri Valley Trust Co., St. Joseph, Mo., the County Savings Bank, Scranton, Pa., and The Virginia National Bank, Norfolk, Va., all use the same idea in an endeavor to start the public in the saving habit. All such instances as shown in these three advertisements will serve equally well for this purpose.

The Pittsburgh Bank for Savings, Pittsburgh, Pa., use a good argument for systematic saving. It is surprising how interesting such items are to the public. Good arguments like this must eventually bring depositors to the bank using them.

The Duquesne National Bank, Duquesne, Pa., the First National Bank of Pittsburgh, Pa., and The Ohio National Bank, Columbus, O., rely upon large and substantial buildings to advertise their stability. This is good in a measure, but good, straight-forward arguments and suggestions that are educational in character will make more business in the long run.

The Exchange National Bank, Spokane, Wash., secure dignity, without loss of power. The message will appeal to many men who will be glad to have their money earn four per cent. per annum. The conditions are simple. Deposits of one dollar are accepted and may be withdrawn at any time *without notice*. Those two words, "Without Notice," should be made the keynote of many bank advertisements, because there is an idea among many who are not versed in banking usages, that it is necessary to wait a certain length of time before they can draw out their money after it is once deposited.

A modern feature of banking is the mail-order department. Some banks that have been advertising for mail accounts have more than doubled and tripled the amount of their deposits in a very short time. Before a bank undertakes a national campaign for mail accounts a good system for handling these accounts at a small expense should be installed. Then it might be advisable for the bank to try out the campaign in the



¶ Our Savings Department pays 4 per cent on all accounts of \$1.00 or more.

¶ No withdrawal notice required.

¶ \$1.00 opens an account

Exchange National Bank

Briggs Store Bank Building



To be occupied in September.

THE OHIO NATIONAL BANK

Capital\$400,000
Surplus\$374,000

With this entire building devoted to the bank's business, we will be able to render—not better service—but more of it, and with greater satisfaction on both sides.

Think!

John Wasmakker said: "The difference between the clerk who spends all of his salary, and the clerk who saves part of it, is the difference—in ten years—between the owner of a business and the man out of a job." In other words, most men and women who save their over-expenses money even though it be a little at a time, are building for themselves a comfortable living—when they will have protection when old age or possible adversity comes upon them. ONE DOLLAR is all you need to start the safeguard of your future! BUT WHEN YOU START, KEEP ON GOING!

County Savings Bank
COURT HOUSE BUILDING

Can You Afford to Lose the Interest

which this popular and old-established bank will pay you on your savings? Have you ever figured out your loss from not banking your surplus with regularity and system? Suppose you could save \$5 a month, and don't. You could do this for 100 years. In that time you would have accumulated, at 4% compound interest, a fortune of \$1,583.50. Your actual savings would be \$1,200, and this bank would pay you \$635.50 in interest. If you do not save this amount when you can, you are simply throwing away an opportunity to become independent. We will start you with a dollar.

PITTSBURGH BANK FOR SAVINGS

Fourth Avenue and Smithfield Street,
Pittsburgh, Pa.



When Washington Said

That during peace was the time to prepare for war, he was making a good argument for a savings account to you.

The time to save is while things are at their best.

Be ready for the hard times—for loss of work—for the emergency that comes in every life.

This bank will particularly appeal to you because we specialize in savings accounts.

4% INTEREST ON SAVINGS ACCOUNTS
2% INTEREST ON CHECKING ACCOUNTS

Missouri Valley Trust Co.

"A Home for Savings"

The First National Bank OF PITTSBURGH PA.



INVITES ACCOUNTS AND GUARANTEES
THE SATISFACTORY HANDLING OF ALL
BRANCHES OF THE BANKING BUSINESS



Our ambition is to save every depositor as much worry and trouble over the details of financial matters as possible.

The Duquesne National Bank
333 Fourth Avenue



Mr. Taft on Success

President Taft says that the man who does not hope, the better things will come, but he believes that, better things can be brought about, in the main, by being back for things ahead. Ours is an important factor in success. It has a bearing on the success of every man, woman and child.

Hoping and Working

Enter very largely into the success attained by every person. It has been the experience of every one who has gained ahead, very few of his own efforts, but planning and working go hand in hand. Plan to save and you will have it.

This bank provides an absolutely safe place for you to keep your money and give you a per cent compound interest on it.

Let your money make money for you here.

THE VIRGINIA NATIONAL BANK
CORNER STREET, CORNER MAIN

territory immediately tributary to the city in which the bank is situated. This can be done by using the small local dailies and the weeklies in the several counties contingent to the home city.

The advertisement of the American National Bank, Hartford, Conn., with its representation of one of Uncle Sam's mail bags, is calculated to tell at a glance just what the advertisement is about. The point taken up—the safety of transmitting deposits by mail—is a good one. That is likely to be the first thought that would enter any one's mind. It is well to allay such fears at the start. It does not invite inquiry. No provision is made for securing names of prospective depositors. Mail orders can seldom be secured without making some definite offer. This is not done here, neither is there any invitation to write for booklet showing how to bank by mail.

The advertisement of the National Savings Bank, Albany, N. Y., is hardly calculated to bring many inquiries for the booklet on, "How to Save by Mail." It has none of those persuasive pulling powers that mail-order advertising should have.


The Union National Bank, Grand Forks, N. Dak., has come forth with an original idea. Use a check-book with a stub and find out where your money goes.

The advertisements of The Sovereign Bank of Canada, Montreal, Que., are good because they do not try to cover every point, that might be made, in one advertisement. This style of advertising has been often styled the "Bull's-Eye" style. The advertisement that uses too many ideas at one time is its antithesis. The "Bull's-Eye" style is preferable at all times. The catchy rule work in these advertisements makes them attractive.

The advertisement of the Grand Rapids Savings Bank features an idea that many banks have adopted, that of providing home banks for small savings. This method of saving has greatly increased in the last few years and banks that have adopted this method of securing business are prospering exceedingly.

If there are some men who are not quite sure of the business done by banks there are a great many more who do not know the scope of the powers of a trust company. Trust companies are to blame for this. They should educate the public through good advertising. They should tell this public what the law allows them to do. They should tell that the state laws governing trust companies is very stringent. They should teach the ignorant and make them wise.

The Los Angeles Trust Co. goes into this matter in the first part of their advertisement, but soon branches off into the better known department of their business, that of banking. This is a mistake. It is not sufficient for a trust company to merely mention that they act as guardians. They should tell how and why; give the advantages of a trust company over individuals in handling trust funds, etc. The little advertisement of the Lincoln Trust Company is about the way most trust companies are advertising their business. Even this business card affair



The National Savings Bank
of the City of Albany.

70-72 State St., Albany, N.Y.

Deposits and Savings January 1st,
1904.

\$11,869,695.27

Send for Booklet

How to Save by Mail.

Makes it necessary for most people to carefully look into their monthly expense account.

Where does the money go? What record have you for the small items you spend.

Open an account and get a check book with
a stub at the

**The
Sovereign Bank
of Canada.**

Protect Your Children

BY ENCOURAGING THEM TO SAVE

\$1.00 SAVINGS DEPARTMENT

Open an account in our

**The Regular Depositor Processors. Mirrmaid
West End Branch open Saturday Evening, 7-8
Cor. St. James & St. Peter Sts. Cor. Gray & Mt. Catherine Sts.**

Real Estate belonging to non-residents or others cared for by this company. Rents collected, Taxes paid and Insurance maintained. Faithful and inexpensive service guaranteed.

**INTEREST ON DAILY BALANCE
SAFE DEPOSIT BOXES AT
SPECIAL RATES.**

An Interesting Booklet on South America

Extracts every action of the Trust Company, assuring the faithful discharge of the trust which it accepts. Guardianships, receiverships and other responsible positions are best filled by a company whose life is perpetual and whose acts are governed by law. Sibley.

The Los Angeles Trust Company pays interest on daily balances as well as savings accounts. Trust funds, etc., accorded liberal treatment.

Los Angeles Trust Co.
Second and Spring Streets

Are you going to Europe this Summer? If so you will find it most convenient to have a

Call and see us about it.

Bank Drafts and Money Orders

Bank Drafts and Money Orders
at lowest rates.

at lowest rates.

INTEREST PAID ON DEPOSITS.

West End Branch Open Anterior Emission: 74%

Capt. Wm. Jackson & **Sgt. Peter Hill** **Capt. Ross** & **Sgt. Gustafson**

We can sell you this fine three-story brick building 25x108, on north side of Bay, leased for \$400 a month for three years and \$500 a month for next two years thereafter, at an extremely low price. Price \$55,000. Terms \$20,000 cash, balance on mortgage.

THE EAST END IS GROWING RAPIDLY

UNION TRUST COMPANY

28 East Forsyth St. Phone 3824

**The Dollars
That Slip
Through Your Fingers**

—PENNIES
—NICKELS
—DIMS

This little savings bank is an immense help to your bank account—it collects the small change you would spend but for this constant reminder.

Fits your vest pocket and
handbag.

**3 1-2 Per Cent. Interest on
Time Certificates.**

**Grand Rapids
Savings Bank**

101 Monroe Street
E. Cor. Monroe & Iowa St.

**THE POCKET SAVINGS BANKS
ARE FREE—ASK FOR ONE.**

The advertisement of the Union Trust Company, Jacksonville, Fla., would be mistaken for that of a real estate firm, if it were not for the name of the trust company. This is one of the cases when a trust company is acting as an agent for another.

CHAPTER XLVI.

CARPETS, RUGS, ETC.

THERE is a remarkable lack of definite description to be found in most carpet and rug advertising. There is no doubt that a carpet is hard to describe so that the reader can see it before him in his mind's eye from the word painting. Nevertheless more information could easily be given so that the reader would have some idea of the quality, colors, patterns and so on.



Carpet Size Rugs

Made in our own work-rooms from short ends of carpets, and priced substantially less than regular. The patterns and weaves are of this season's most favored fashions.

These Are a Few of the Rugs on Sale

Wilton velvet rug; rich Bohemian design; green background; size 8-3x10-6; regular price \$27.50. On sale for	\$20.00
Bigelow Axminster rug; empire design; green tpe. tone; size 8-3x10-8; regular price \$28.00. On sale for	\$21.00
Wilton rug; black tinsel pattern on red background, size 7-6x10 feet; regular price \$28.00. On sale for	\$19.00
Bigelow Axminster rug; floral design on green background; size 10-6x12 feet; regular price \$50.00. On sale for	\$42.50
Bigelow Axminster rug; handsome Egyptian pattern and coloring; size 10-6x12 feet; regular price \$50.00. On sale for	\$42.50
Savonnerie Axminster rug; floral design; delicate coloring; size 10-6x12 feet; regular price \$45.00. On sale for	\$37.50
Wilton velvet rug; conventional design; brown background; size 10-6x10-6; regular price \$37.50. On sale for	\$30.00
Redy Brussels rug; floral design; tan background; size 8-3x10-9; regular price \$20.00. On sale for	\$22.50

Many Others Besides These—and You Can Make Your Own Terms on Any of Them

YOUR CREDIT IS GOOD



TULL & GIBBS
MAKE YOUR OWN TERMS

SAVE A BIG SUM NOW!
 Making, Laying and
 Lining Absolutely **FREE!**

Special Low Prices. Easy Payments.
 We deliver the Carpet when you
 are ready

P. J. KELLY & CO.

817-828
 GRAND AVENUE

38-36
 CHURCH STREET



Reel Your Carpets by Aug. 31st. Low Prices, Easy Payments.

Take the advertisement of P. J. Kelly & Co., New Haven, Conn., as an example. Here we have no idea of the styles, patterns, qualities of the carpets to be sold. The whole idea of the advertising is to make known that "making, laying and lining is absolutely free until August 31st." The headline, "Save a big sum now!" is rather strong for what is being offered. The use of the word, "FREE!" in such large type is

Revell & Co., Chicago, Ill., use two different names in their advertisement; one at top and the other at bottom. This is entirely unnecessary in advertisements of this size. This advertisement is a good one, because it advertises but one rug; one at \$1.95. The description is meager. It is a one-day bargain, and no doubt brought many customers to the carpet department.

REVELL & CO.
TO-MORROW
A Bargain in
Axminster Rugs
\$1.95
Over 5 feet
long. In a
large variety
of patterns.



\$1.95
This is the best
value ever ob-
tained in gen-
eral Axminster
Rugs.

ALEXANDER H. REVELL & CO.
Corner Diamond and Washington

THE CARPETS AND RUGS

**For The
June Bride**

We wish to especially in-
vite all prospective and new-
ly married people to see what
a magnificent range of Car-
pets and Rugs we carry.
"Everything for the NEW
HOME is here and reason-
ably priced."

PATONS




Store Closes at 5.30—Saturdays at 6 o'Clock

Hochschild, Kohn & Co.

BALTIMORE'S BEST STORE HOWARD AND LEHIGH STS.

**Remnant Lengths of
Inlaid Cork Linoleum**

From a leading mill—remnant lengths
2 to 5 square yards—of \$1.25, \$1.50
and \$1.75 Inlaid Cork Linoleum.

A variety of patterns, in wood and tile
effects, that can be matched up to cover
one or more rooms.

Divided into two lots

All 2 to 2 1/2 Square Yards Lengths	39¢	All 2 1/2 to 5 Square Yards Lengths	49¢
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HOCHSCHILD, KOHN & CO. Baltimore's Best Store HOCHSCHILD, KOHN & CO.

The great advertising periods for the carpet and rug business are in the spring and fall when house cleaning is about to commence, and during the time house cleaning continues. It does not necessarily follow that advertising should be confined to those two seasons, for it should be continuous. Special bargains should be offered from time to time. Special inducements for purchasing "out of season," as it were.

Patons, Charlottetown, P. E. I., offers carpets and rugs for June brides. This is a timely announcement and should bring business for Patons from among those who contemplate marriage in June.

Hochschild, Kohn & Co., Baltimore, Md., use a very attractive border of different patterns of linoleum. This advertisement is of remnant lengths and should have done its duty well. These and similar lines might be offered more often and the firm pushing them by advertising would get the business. Not every one wants carpets, all the time, because some of the time some of the people want linoleums and oil cloths.

A careful circular letter system can be made to bring results. Personal solicitation of those about to be married, or those who come to the city, or those who contemplate moving will result in many orders and can be undertaken by a salesman who might otherwise find time hanging heavily on his hands. There are many ways of securing live lists of prospects from the proprietors of moving vans, the classified to rent columns, and numerous other places.

CHAPTER XLVII.

CIGARS AND TOBACCO

THE cigar dealer as a general rule does little newspaper advertising. In many cases he considers it unnecessary because the manufacturer does some advertising for his benefit.

Of course this is not always so, for there are some cigar stores more progressive than others which go out after trade while their competitors are content to sit down at their counters and wait for trade to come to them.


The cigar dealer cannot afford to use very large spaces, but he can usually make small spaces pay good returns. A two-inch advertisement, changed often, used to exploit one cigar or one brand of tobacco at a time will pay largely.

Cigars can be advertised for their mildness, purity, aroma, taste, etc., and the price can be used as the lever to bring trade when they are sold at prices lower than usual.

Illustrations can usually be used to good advantage. An illustration of a cigar itself is of little value besides indicating that the advertisement is one dealing with cigars, and the headline should clearly do that.

Illustrations prepared especially for each advertisement and showing distinctly the pleasure man takes from a comfortable smoke are worth the money spent upon them.

CIGARS



HOFFMANETTES,
COMMANDER,
LORD DOVER,
EDWIN FORREST,
GRUMBLER,
JAMES G. BLAINE,
TOM HOOD,
BILL DUGAN.

All at \$1.50 per box of 50

Joseph Graziano,
The Cut Price Cigar Man,
114 Pouch St. Phone 810-D.

The
Cigar
of
Unusual
Merit

"Magnificos"
(Cigar Name)

A happy companion for
the homeward stroll. The
sweet fragrance lingers
out the pleasure of an even-
ing well spent.





4) Selecting the best growths, however rare,
of Turkish tobaccos--and none but the
best--and blending them in a way arrived
at only after years of patient study and ex-
perience--these are the secrets of the re-
markable popularity of.

**MURAD
CIGARETTES**

4) They are the latest and best productions of
the skill of Allan Ramsay, who served for six-
teen years as government expert of Turkey.
During all his period Mr. Ramsay's cigarettes
alone were the accepted brands of Turkish dip-
lomats and courtiers.

10 for 15 cents.



Actual Size

Pastora

—the Masterpiece of cigar-craft. A fine
smoke, containing the finest selected
Havana leaf, with quality to the end.

LINE, McDONALD & CO.
MAKERS
London, Ontario

**Kilties
Cigar**

LATEST
and BEST
**5c
SMOKE**

Ever Offered.

7pk Pa:
ONE

MANUFACTURED BY THE
SCHRAEDER'S CIGAR CO
264, North John Street, Hamilton.




HAS IT EVER DAWNED
UPON YOU?

that you are paying too much for
your cigars? That some at ten
cents are really got a whit better
than the Bachelor at five. Unless
you have money to throw away it
would be a good plan for you to
smoke a half dozen or so Bachelors
and get what you are entitled to
in aroma, tobacco quality and as-
sured satisfaction.

Jno. E. Tyler & Co.,
Grand Opera House.

**EL PRADO
CIGARS**

have won the approval
of discriminating smokers
by their uniform,
high quality. You can
always depend upon an
EL PRADO Cigar be-
ing "JUST RIGHT."

JOHN ERZINGER
McIntyre Block 293 Portage Ave.
Phone 68. Phone 2671.

The illustrations used in advertising the "Magnificos" is sufficiently striking to attract attention.

The advertisement of John Erzinger is commonplace. It makes just the same claims as all other advertisers of cigars and in just the same way. This space could have been used to much better advantage.

The Murad cigarette advertisement is good because it tells us something about cigarettes; how the tobacco is grown and blended; why they are good.



Ever See a Green Owl?
You'll never see a green Straiton & Storm's

OWL CIGAR

The tobacco is cured by experts and aged sufficiently to put it in perfect condition.
The five cent cigar of quality.
Buy one to-day—
Try it to-night

5

GEORGE I. STORM & CO.,
Distributors,
24 and 26 Murray St.,
New York

ARE YOU A SMOKER
OF THE
TEMPTATION
—LONDRES—
10¢ CIGAR

A cigar of quality. Always good. Every one worth 10c.

Your dealer has them. Ask him.



For Men of Brains
CORTEZ CIGARS
Made at Key West
MOORE & JONES, Distributors.

Royal Sport

A cigar for the smoker who requires the spicy richness of the pure Havana leaf. Hand made by skilled workmen. The full value is in the cigar. No prizes go with it. No bands to save.



A smoke at 10c with a much higher value when compared with the kind with the bands to save.

Each Cigar in a Paper Cover. If your dealer does not keep them, write for them.

**The Sherbrooke Cigar Co., Ltd.,
Sherbrooke, Que.**

The advertisements of the "Kilties Cigar" will do little more than bring the name of the cigar before the smoking public.

The Tyler & Co. advertisement is embellished by a silly illustration that a few years ago might have been considered funny, but which is now considered foolish.

Cigars at cut prices are offered by Joseph Graziano and is a perfect advertisement of its kind. There are no wasted words leading up to the subject. Just a plain statement of facts. It should pull trade every time it appears.

The advertisement of the Pastora cigar by Line, McDonald & Co., manufacturers, goes about as far as it is possible. The advertisement is of course reduced somewhat.

The Temptation ten-cent cigar advertisement is not as good as it might be, but it is tastily arranged. "A cigar of quality. Always good"

means practically nothing when it is seen in advertising hundreds of different brands of cigars.

The advertisement of the "Owl Cigars" is interesting, not alone from the fact that the illustration will rivet the attention of the reader, but because some one point about the Owl cigar is brought forth and allowed to soak in, as it were. Each day a new argument is used. This style of advertising is likely to prove effective from the fact that it is different to the usual run of cigar advertising.

The advertisement of the "Royal Sport" contains more food for thought than the rest of the advertisements reproduced on the same page.

The Cortez cigar, "For men of brains," is little more than a cigar. It will hardly sell cigars.

The cigar dealer can advertise his business to advantage by holding contests, having weekly drawings for boxes of cigars, etc., and by using other schemes of similar nature. He should study the chapters in Part Three of this book.

During the past few years a large trade in cigars has been done by mail-order firms. Such a business requires a large capital to be spent in advertising before any returns can be expected. In a department on Mail-Order Advertising will be found hints for mail-order exploitation suitable for use by the mail-order cigar manufacturer.

CHAPTER XLVIII.

MEN'S AND BOYS' CLOTHING

READY-TO-WEAR clothing is as surely taking the place of custom-tailored clothing as the ready-to-wear shoe has usurped the place of the custom-made article. Good advertising has had its share in bringing about the latter and will as surely help to bring about the former.

The custom tailors and those affiliated with them in a business way are delaying that moment at the present writing by a well-directed advertising campaign.

Cloth manufacturers, too, at least those weaving cloth for custom trade, are working hard along the same line. The cloth manufacturers will win out in any event. Should the custom tailor entirely disappear, cloth must be manufactured into clothing—and the better the cloth, the better the clothing will be.

Clothing is a necessity. Climate and the law renders it impossible for man to get along without clothing. Good advertising is doing much toward making it imperative that man's nakedness shall not only be covered, but that it shall be clothed according to good taste. In the years long gone, any article of clothing that would cling to the body was satisfactory. In that day a father weighing two hundred pounds could pass his suit along to the son weighing a hundred. Not so today. The son

must have the newest and nattiest clothing obtainable while the father follows pretty closely the pace set by his offspring.

The profits in clothing are sufficient to make energetic and progressive merchants good advertisers. The larger the output the larger the profits. Double the sales at a third less profits has been the keynote of one firm's advertising and they are doing the business.

The clothing business is easily divided into two classes. The one caters exclusively to the better class of trade, while the other goes after the masses. There are a large number of firms, of course, that steer a midway course and grasp a slice from each of the others.

**Again
"5598"**

**We advertise this
stock number because
it designates the most
extraordinary BLUE SERGE
SUIT VALUE we ever created. If
you cannot remember the number when you
enter our store, mention this advertisement. Every
man who did this last week found that it paid—for we
brought forth the very blue serge suit of his dreams.**

**You ought to own a blue serge to alternate
with your grey or fancy mixed suit this summer. You'll
need the dark suit scores of times. Realizing this, we figured
we would score a triumph if we produced a blue serge that
could be retailed way down low, yet would contain quality
way up high—quality of fabric, style, drape, fit. Men who
never in their mad careers paid such a low price for clothes
are coming to us in droves for these suits at**

\$16.50

Also Scotch and Irish Homespun, vacation flannels, sea-side
cheviots and tropical worsteds at following saving prices:—
\$20 new suits, \$12.75; \$25 new suits, \$17; \$30 new suits, \$21;
\$35 new suits, \$25; \$40 new suits, \$27; \$45 new suits, \$29.50.

Werner & Werner
QUALITY CORNER
• ON LOCUST STREET AT SIXTH



Advertisement of
JOHN DAVID
Edited by Beaunash

STEIN-BLOCH Smart
Clothes have been on
the tip-o-the-tongue
for 86 years. Their prestige
is world-wide. When "the
merchandise talks," we can
afford to keep "mum."

**Half-Yearly Sale of
STEIN-BLOCH SMART SUITS**

Our whole stock of Stein-Bloch
Three-Piece Fancy Suits goes on
sale to-day at the notable re-
ductions printed below:

820. Suits now \$14.75
822. Suits now \$18.75
830. Suits now \$24.75
834. Suits now \$28.75

This Half-Yearly Sale of world-
known, high-class clothes ap-
peals to every man with "a lively
nerve" in his make-up. There's
"no percentage" in "perhaps"
To forget is to forget. Don't be
"going to" come, but come!

JOHN DAVID
STEIN-BLOCH SMART CLOTHES
Broadway at 52nd Street



The advertisement of John David, New York City, is edited by Beaunash. It is well written, too, whoever writes it. It is well proportioned. The white space used here is not wasted by any means. It is well used—is a good investment as it makes the advertisement distinctive.

Werner & Werner advertise a sample number, so that any one interested may ask for this particular suit by number. This is an idea that has been followed up by many different lines of trade. This is a splendid example of an all-type advertisement. That of the Star Clothing Store is another good all-type style. Note the larger size of type in the first few lines and the gradually diminished sizes. This is a good practice in advertising.

The Brill Brothers, New York City, by a strange coincidence use the same idea as the Wanamaker Store. Which used it first? At any rate the idea is good enough to be used quite extensively. [See page 339.]

Browning, King & Co. have stores in several large cities and sell their own make of clothing. This advertisement features light-weight clothing, which is in itself an innovation of late years in the clothing

Browning, King & Co
CLOTHING, FURNISHINGS, AND HATS

Weather Changes.

Whether it's rain or shine to-day, there's no time in the year when a Rain Coat is not in season.

It's a Top Coat if the sun is out and takes the umbrella's place if it rains.

We've a full assortment—\$7.50 to \$15.

"Preparedness for rain or shine" said Ben Brumwell prophetically "will be achieved when a rain coat is at hand."

Broadway
at 32d Street



Cooper Square
at 6th Street

Fulton Street at DeKalb Avenue, Brooklyn



A Blue Serge Suit

almost as cool

as this →



is waiting here for you at \$17. It is a regular \$25 or \$22.50 quality, made up from surplus piece goods by Hart Schaffner & Marx. While retail clothing Merchants all over America are reducing prices on "everything except blue serges," we are making a special feature of the blue serges at cut rates. And that ought to set you to thinking a bit.

Bring \$17.00

and get \$25 or \$22.50 Finest of Suits

IN the trouser sale there are no vesting bargain garments. We mean just what we say when we tell you the price barely covers the cost of the raw material. Made for us by Hart Schaffner & Marx, these treasures are as good as can be; best in fit, shape, style and wear. \$2.50, 3.00 and 3.50 values at \$4.00. 50, 55, 57 values at \$6.

Auerbach & Guentel
Palace
CLOTHING CO.

Baks & Company

Brooklyn 34th Street

Few retailers of Men's apparel purchase their costlier garments from the same manufacturer who produces their cheaper ones. The maker of the lower grades has defined his own limitations—found the level of his capabilities, and when he expects the making of fine garments he makes a failure of them.

But the drawing of this very distinction by most clothing shops opposes one of their chief weaknesses—an indiscriminate stock gathered from serges, sometimes, may, sources and representing no fixed standard.

In our own shops our own designers and tailors produce all the garments we sell. As to modelling and making, the B&K Suit or Topcoat receives the same jealous care and skillful handling bestowed upon the 3rd Suit or Topcoat. According to plainness or beauty of material, the prices are fixed. But the same characteristic tailoring is apparent in all.

Spring Suits & Topcoats for Men

\$15 to \$45, ready for service

Knitted Scarfs for Men

Our assortment of all-ink Knitted Scarfs are a revelation to all who view them for the first time. Sumptuous and lustrous silk, weaves lustrous of simple, rich, plain roll—outgoing effective combinations of colorings, combine to present a wealth of variety without counterpart elsewhere.

1.50 to 2.50

A Hint to the Acquainted Scrf
may be worn in either side. It is seamless. Shows all the new Spring colors.

Knitted "Wood Silk" Scarfs
An entirely new idea—in 12 plain colors and combinations exclusive with us.

2.50 to 3.50

Pure Silk Half Hose for Men

NEW PRICES SATISFACTORY

An Extraordinary Sale of The very highest grades which retail everywhere at 1.50

Every pair is new and perfect. The designs include checked or dropped, with effects in tone, green, blue, navy or gray, as well as black, with embroidered fronts.

Shirts for Spring

Definitely the largest assortment in the city. Colorings, patterns and materials are carefully in the extreme, embracing a large number of designs not to be found elsewhere. 1.50 to 4.50, ready for service.

We Begin Tomorrow (Tuesday) morning

A Sale of Men's Spring Overcoats

the kind we sold last season at

**\$15
\$20
\$25.**

now

\$10

Oxfords, black and fancies
Many Silk-lined; some Silk-faced to edge
Also some \$20 Cravenetted Raincoats & English Slip-ons
Assembled, to provide wide choosing, in two BRILL Stores

679 BROADWAY, just above Chambers St
UNION SQUARE, 14th St, West of Broadway

Carried over. That's the reason—the only one. As far as style, appearance and wear are concerned, they are just as good to-day as they ever were. The cloth is just as fine, the tailoring as thorough, as their fellow overcoats which brought \$15, \$20 and \$25. At \$10, every one of them is a mighty fine bargain.

Brill Brothers

CLOTHIERS

trade. The linen duster and the seersucker coat of a few years ago were the forerunners of the handsomely tailored two-piece suit of today.

The Palace Clothing Co. also advertise summer suits. The headline together with the cuts is an argument that must be convincing. Any clothier can use this idea by using a clothing cut illustrating the suit in question and an underwear cut. Most newspaper composing rooms can supply the arrow.

Among those who cater to the highest class of trade, Saks & Company, New York, are among the leaders. They employ a distinctive style of advertising, using many small spaces and advertising some particular feature every day. We reproduce an example of their advertising. This advertisement is cleverly written, expressive of the high quality maintained by the store.

You Can't Buy Better Clothes

For men anywhere than you can buy right here of us.

There are no better lines of clothes, furnishing goods and hats than the ones we sell.

You can't buy better clothes than those made by "Hart Schaffner & Marx"

You can't buy better shirts than the "Manhattan".

You can't buy better hats than the "Knox" and "Stetson" makes.

You can't buy better underwear than "The Staley".

You can't buy better gloves than "Adiers"

You can't buy better hose than "Holeproof"

You can't buy better collars than "Barkers" all linen.

We have the exclusive sale for Norfolk of all these high quality clothes.

We carry a complete and comprehensive assortment, not just a few samples. And as to prices, we would like to have you compare ours with those of any City. The verdict certainly will be in our favor.

The Star Clothing Store

**"You May Be Odd"
But We Can Fit You**

FALL '1911

Many a man is well dressed, not because he pays fancy prices for his clothes, but rather because he does his thinking before he buys—and not afterwards.

Before you purchase your Fall and Winter Suit, Overcoat, Hat, Toggery or any other outfitting, Sir, you owe it to yourself to investigate the merits of our "Schloss Bros." Clothes.

We feel sure that the excellence of our outfitting and our moderate prices will make a strong appeal to your good judgment and, in the end, secure your trade.

Suits from \$12.50 to \$40

**FOR THE SHORT,
THE SLIM
AND THE STOUT**

Overcoats \$12.50 to \$35



**We Carry Full Lines of
UNION-MADE GOODS**

The Bazaar
OUTFITTERS FOR MEN AND BOYS

The positiveness in the assertions of the Star Clothing Store, Norfolk, Va., must carry weight with the reader. Nearly every clothier and furnisher could muster up some such list of "good things" and serve them up in the same manner.

The Bazaar, El Paso, Texas, give a good talk on the hard to fit part of the clothing business. So many men will continue to patronize cheap custom tailors because they think they cannot be fitted in the "ready made" shop. They will admit that others get fitted, but when it comes

Unparalleled Offer!

**I not only refund money without arguing, but I'll buy back your suit
for \$1.00 more than you paid for it!**

I'm so enthusiastically confident over the clothing that I'm selling that I will give you a guarantee similar to the following. With every suit you buy from me at

\$10, \$15, \$20, \$25

You don't have to wait for so-called "sales" and buy a lot of "left-overs" that no one wants; at so-called "reduced" prices, that are at all times higher in price than mine.

'Wake up, men!

Why buy "left-overs" when you can buy new, stylish guaranteed clothing always at a saving of \$5.00.

My Guarantee

Bought of Louis Rosenthal one suit at \$15. If suit proves unsatisfactory at any reasonable time after purchase, return it to cashier and receive \$16.
—Louis Rosenthal

Here's another example of how my upstairs rent and small expenses benefit your pocketbook.

Did you ever hear of such an unparalleled offer?

Why not take advantage of this offer now?

Louis Rosenthal

The Proven Value Given

7 South Main Street

Unstairing

\$20⁰⁰

Hot Weather Suite
for \$999

no more - no less -
all wool hand tailored
through out. These suits
sold at wholesale a
few weeks ago for
\$12.00 to \$15.00. But the
manufacturer had too
many and we bought
the bunch at \$8.00 a
suit. When you see
these suits you will
thank us for selling
for one for \$9.99.
Come and see them.
That's all we ask.

Kibler's
#999 Store
22424 W Spring St

\$4. SUIT CASE FREE

\$4 SUIT CASE FREE

Heavy reinforced leather harness, brass spring hook, head pivoted on, wood frame, over inside strong, oiled leather handle.

\$4 TROUSERS TO ORDER FREE

from my 54 parking in the store, made of money, made to fit,

\$4. Fancy Vest To Order. Free

from stylish, fetching patterns in new settings, made in pure polyester
partial polyester.

With Every Order for Salt or

WITH EVERY ORDER FOR 300 YD.

Overcoat.

Peltis and Gherardelli, 215, 215A, 216.

Before in photos, \$14 from 779 (gross) received.

\$5.00 - Trousers or Fancy Vests - FREE

Beginning Jan. 3d and Continue Balance of Month.



SUITS or OVERCOATS \$15 MADE TO ORDER
Including an Extra Pair of Trousers or Fancy Pail.

Including an Extra Pair of Trousers or Fancy Foot

The Mill End and Remnant Trousers Sale at 99c a Leg, \$1.98 a Pair, and \$2.60 a Pair.

Always stand ready, but never on your own! *offend.*

**131 West
Federal St**

Scotch Woollen Mills Co
THE TAILORS

Burt M. Moss
Manager

Only Union Popular Priced Tailors in the City

to themselves, they shrug their shoulders and continue to go to the one-horse tailor. A good talk along this line occasionally will help to educate some of these to the fact that the better shops cater to the "outside" sizes.

Louis Rosenthal, Wilkesbarre, Pa., offers to repurchase suits that are not satisfactory to the wearer at \$1 more than was paid for them. Such an offer made by a firm of well-known standing must encourage wearers of clothing to try out the store. This unusual method of guarantee must receive attention and cause favorable comment.

Kibler's \$9.99 advertisement is a very attractive one and will receive a lot of attention. Nevertheless it is hard to read and it is not advisable to use the written script very often. Where a typewritten body is used, the average reader finds it easier to read.

AT
The Old Reliable
141 to 143 West
Federal Street

HARTZELL'S

Positively Our Last Reduction!

**Our Last
Reduction....**
Your Dollar is Worth Almost
Double at This Store

In Order to move the Remainder of our Winter Stock we will inaugurate three prices on our Suits and Overcoats. for Saturday which gives the purchaser almost double value.

Men's Suits and Overcoats

\$30 Suit or Overcoat	Now \$13 ⁹⁸
\$25 Suit or Overcoat	
\$22 Suit or Overcoat	
\$20 Suit or Overcoat	Now \$9 ⁹⁸
\$18 Suit or Overcoat	
\$15 Suit or Overcoat	
\$12 Suit or Overcoat	Now \$5 ⁹⁸
\$10 Suit or Overcoat	
\$8 Suit or Overcoat	



Society Brand Clothes

Childrens Suits and Overcoats

\$8.00 Suit or Overcoat	Now \$3 ⁹⁸
\$7.00 Suit or Overcoat	
\$6.00 Suit or Overcoat	
\$5.00 Suit or Overcoat	Now \$2 ⁹⁸
\$4.50 Suit or Overcoat	
\$4.00 Suit or Overcoat	
\$3.50 Suit or Overcoat	Now \$1 ⁹⁸
\$3.00 Suit or Overcoat	
\$2.50 Suit or Overcoat	

Big Assortment Young Men's Suits—\$10 and \$12 Values Now \$3.98

Men's Trousers \$1.50 Trousers now \$1.15 \$2.00 Trousers now \$1.34 \$3.00 Trousers now \$2.00 \$3.50 Trousers now \$2.50 \$4.00 Trousers now \$2.86 \$5.00 Trousers now \$3.54 \$6.00 Trousers now \$4.00 \$7.00 Trousers now \$4.66	Boys' Knee Pants \$1.50 Knee Pants now \$1.15 \$2.00 Knee Pants now \$1.34 \$3.00 Knee Pants now \$2.00 \$3.50 Knee Pants now \$2.50 \$4.00 Knee Pants now \$2.86 \$5.00 Knee Pants now \$3.54 \$6.00 Knee Pants now \$4.00 \$7.00 Knee Pants now \$4.66	Sweater Coats & Jackets \$1.50 Sweaters now \$1.15 \$2.00 Sweaters now \$1.34 \$3.00 Sweaters now \$2.00 \$3.50 Sweaters now \$2.50 \$4.00 Sweaters now \$2.86 \$5.00 Sweaters now \$3.54 \$6.00 Sweaters now \$4.00 \$7.00 Sweaters now \$4.66
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Flannel Shirts for Men
\$1.50 Shirts now
\$1.15

Men's Soft or Stiff Bosom SHIRTS
\$1.00 and \$1.50 Values,
Special Assortment
\$59c

Hartzell's advertisement is full of enticing prices. The whole is very inviting, yet the style of display is not of the best. In fact, had this ad appeared in full column length, say about three columns wide, a far neater piece of publicity could have been compiled. There is too much spread to it.

The two advertisements here reproduced of the Scotch Wollen Mills Co. are a type of the special sale advertising done by a number of similar concerns throughout the country. They never reduce prices, but always offer some extra inducement such as a suit case, a pair of trousers or a

fancy vest, or a pair of shoes. This is perhaps just as effective as knocking a goodly sum from the regular price and will not produce a tendency toward lower prices at ordinary times. This style of advertising might be adopted by clothiers selling ready-to-wear clothing in the dull season, instead of slaughtering prices right and left.

At the time this book was first placed before the public, advertisers of clothing were using extremely large cuts—some of them full page length. This fad has almost come to an end. Cuts and space are both too expensive to play with. Moderation in all things in connection with retail advertising is now the order of the day.

A large number of credit clothing stores are springing up in the larger cities. These instalment houses will continue to branch out until every branch of retail trade is included. That they fill a "long felt want"



CREDIT

How this Store Has Grown

The business of this store has grown so its present large volume, because it has ever been the people's store.

The warm currents of the day have come to know us as friends. They know that our Credit terms are the most liberal; that our prices are lowest and that in case of misfortune either from illness or lack of employment this store has always been and will always be a friend to them.

Come and get your Winter Clothing now—Your credit is good—we will gladly trust you.

Umbrellas	Winter Coats
Silk Skirts	Walking Skirts
Millinery	Ladies' Shoes
Raincoats	Fur Scarfs
Silk Waists	Ladies' Suits

Men's Overcoats at \$7 up
Men's Suits at \$7 up
Boys' Suits at \$2 up
Men's Hats \$1 to \$3

Menter & Rosenbloom Co.
33-35 West High St.



"When the frost is on the pumpkin
And the ladder's in the shock"

IT IS TIME FOR FALL CLOTHES

New Styles are Coming

It is coming, "Show-time" again and that means good substantial clothing. This store leaves the fads and furbelows to others and brings only the sensible, serviceable garments. These garments are cut and made in the best way with little style features that our own designers have originated.

Some prices may interest you. They are open for comparison. Come in and look over the new styles and we'll tell you all about them.

MEN'S SUITS, New Materials and Styles, \$40 \$32, \$10, \$20, \$25
MEN'S FROCKCOATS, in Cheviots and Furrows, \$30 to \$20
WOMEN'S FASHIONED SUITS, New Styles, \$30 to \$20
WOMEN'S COATS—Furrow Neck Effects, \$8 to \$10

YOUR CREDIT IS ALWAYS GOOD

Askin & Marine

Address Here

CREDIT

CREDIT AND LOW PRICES

Here's a problem that you can solve on your own.

The cash store dealer buys a Man's Suit for \$10. That \$10 represents the wholesale price.

This Credit Store makes a Man's Suit of equal quality on its own factory and the cost is but \$6.

The difference between the cost of the two suits is \$4.

Is there any reason why this store can't retail cash store prices?

Remember! This store saves two profits on its Men's and Women's Clothing. Those two profits are yours at your finger.

Open a Charge Account Today



cannot be doubted. These stores cater to the working classes and to a certain extent to the less careful among the professions.

We reproduce two advertisements of this class of stores. That of Menter & Rosenbloom Co., Columbus, Ohio, is very well displayed. The prices quoted are certainly low enough to be attractive to those working for small wages.

Askin & Marine operate a number of stores throughout New York State, and the advertisement reproduced is for use by all of them. This is a very creditable piece of work. The harvest field scenery might better have been omitted and clothing illustrations used. The argument in favor of credit is rather hard to believe, but may be true for all that.

Not many merchants will acknowledge that they are offering goods a year old—especially clothing. Yet that is what The John Wanamaker Store, New York, does in the advertisement reproduced. "Absolute accuracy and frankness of statement" is a cardinal plank of the advertising of this firm. It pays Wanamaker.

The children's department of the clothing store is often neglected by the smaller merchants. They have failed utterly to realize the great value children's trade is to a store. It brings the parents to the store. The boy when small becomes accustomed to going to the store and usually keeps in close touch with it for many years. In one of Simon Long's Sons' advertisements of school suits, the firm says:

"The store that sold your father his first school suit." We reproduce one of this firm's advertisements of school suits. It is a good example of display. Illustrations are good. The offerings are bunched well together and the prices prominently displayed.

Gray & Graham appeal to "your point of view." From your point of view is this a ready-made clothing advertisement or a custom tailor's appeal?

A special selection of these suits for boys from designers who will begin school for the first time, is on sale every Sunday. Bring them in.

Our Children's Dept.

Is Ready to Greet Mothers and their School Boys for

SCHOOL SUITS

An unlimited variety of pretty little Suits, in Russian, Eton and Sailor styles, and a large comprehensive selection of Double-breasted and Norfolk Suits, ranging in prices from \$2 to \$5. Our \$3.00 Wear-resisters Double-breasted School Suits for rough and tumble boys are the best wearing ever offered.

Our special selection of these suits for boys from designers who will begin school for the first time, is on sale every Sunday. Bring them in.

Children's School Suits in double-breasted style, made of good and strong.

\$2.00

Children's Russian, Eton and Sailor Suits, made of good and strong.

\$2.00

Light Boy's Russian, Eton and Sailor Suits, made of good and strong.

\$3.00

Light Boy's Russian, Eton and Sailor Suits, made of good and strong.

\$3.00

Light Boy's Russian, Eton and Sailor Suits, made of good and strong.

\$4.00



\$4.00

\$5.00

\$5.00

\$5 to \$10

Simon Long's Sons

The John Wanamaker Store

Store Opens at 8:15 and Closes at 6 P. M.

Would You Buy A Spring Overcoat Such as We Sold Last Year at From \$25 to \$35 For \$20

Can you imagine enough difference in style between the coats we sold last Spring and this to make a coat worth \$15 less.

We are offering ALL of these coats—NO RESERVATIONS.

We could have put them in with the new Spring Overcoats and no one would have detected the fact that they had been carried over. But that is not the Wanamaker way of trading.

"Absolute accuracy and frankness of statement" is a cardinal plank of the advertising of this house.

While the major portion of these coats are black or Oxford, silk-lined or silk-lined to edge, there are a few in fancy patterns, not all silk-lined.

Not all sizes in every style, but every size somewhere in the collection.

These are STANDARD WANAMAKER COATS, strictly ALL-WOOL, made in accordance with our high standards.

It just happens that they were not sold last season—the natural surplus of a tremendous stock.

We will dispose of them quickly in order that new Spring garments may have ample selling room.

So tomorrow morning they are yours—no matter what actual values may be at \$20.

Main Room, New Building.



1,000 More. Scarfs for Men to Sell Especially at 55c

From the maker of the finest scarfs that are produced in America.

Every weave and color combination produces individuality and exclusiveness. Designs refined, distinctive.

Each scarf is sold usually for \$1, \$1.50 or \$2.

But it happens that the silk and worsted ones, and there's the story in a nutshell.

On sale tomorrow morning, 55c.

Main Room, New Building.

Two-Trouser Suits for Boys at \$7.50—a Price Which Carries a Surprise.

Equivalent to making the boy a present of the one pair of trousers.

Double-breasted and Norfolk jackets. All-wool and clothed slacks. Trousers fully lined. \$7.50.


ENTIRE SPRING STOCK HEARING.

COMPLETION—Everything for boys from 2 to 17 years. An especially attractive showing of garments and robes.

Main Room, New Building.

JOHN WANAMAKER

Formerly A. T. Stewart & Co. Broadway, Fourth Avenue, Eighth to Tenth Streets.



Your Point of View

After you have seen the classy summer fabrics, noted the exceptionally low prices we are making and compare them with what the same value would cost you elsewhere, your viewpoint of "Tailor-Made Clothing" will change, you'll admit "Tailor-Made" are cheap by virtue of quality, style, tailoring and fit.

\$50.00 Suits	\$40.00
\$40.00 Suits	\$35.00
\$30.00 Suits	\$25.00
\$20.00 Suits	\$15.00

Gray & Graham

Tailors 1009 Main Street



FROM THE ARTS OF THE ANCIENTS

Fashion Has Drawn Her Richest Inspirations for

The Modes of 1910 and 1911

Which Lend Distinction to the Brilliant Displays in

Our Autumn Exposition

IN PROGRESS THIS WEEK

Fashion has whispered her demands into strange ears in planning her surprises for this season. Ancient Egypt, old Greece and the Nations of the Orient have been the sources of her happiest inspirations.

The long straight lines which first strike the eye show clearly influences moving from Egyptian and Grecian art.

The overhanging drapes from which the new Costumes obtain their greatest charm are decidedly Egyptian. The extension of this drapery produces a very novel effect in many of the trains, hanging unstitched to the bottom of the round length skirts.

Many Gowns manifest a preference for the high waistline affected in ancient Greece, while a contrasting note appears in the sleeves of the Frocks which are markedly Japanese. The colors also reveal a strong liking for the rich old tones of Japan.

This antique feeling is further conveyed by the use of metallic shades, silver, bronze, and gold; while the beads, embroideries, gold lacings and braids are pronouncedly Egyptian. The new modes in Suits show the intention to allow but little of the severe tailored appearance.

Waymth is strongly suggested in Coats, not only by the softly clinging materials and modes, but also in the highly effective trimmings of furs. A happy feature of the new Coats will be found in their ready adaptability to the figure of the wearer, enabling her to drape herself with an expression of her own individuality as effective as if her own requirements had been studied in the styles.

While these styles conform strictly to the newly prevailing modes such versatility has been employed in the seeming limitless combinations that the fashions shown in our Exposition this week possess both exclusiveness and the rare note of distinction.

At the same time these modes, though chosen from sources differing so widely in time and place, are nevertheless eminently suitable to the needs of the American woman. Her dress now allows her all the grace, beauty, comfort, and refinement that combine to form the personality which sets her apart from her sisters elsewhere in the civilized world.

MARSHALL FIELD & COMPANY

TO-MORROW,
Tuesday, March 14th
Perfect
Spring Costumes
\$17.98

Actual \$25 Values
Beautiful new costumes, embracing every favored model for Spring, their unquestioned quality and assured style making them the strongest line of tailored suits ever offered at \$17.98.

One Model Like Picture
Just the kind of costumes that fashionable women love. Materials in lovely Spring weaves—mode's of wondrous charm, their smart little jackets and graceful narrow skirts lending youth to any age. Some silk embroidered like picture, others variously brim-trimmed. The plain tailo' modes in a class by themselves.

New Spring Shades
Alterations FREE
SALE AT ALL THREE STORES

Bedell
1915 West 14th Street, New York
463-462 Fulton Street, Brooklyn
645 651 Broad Street, Newark, N. J.



Bathing Suits

As usual we are on deck with the handsomest line of Bathing Suits in the city.

Ladies' one-piece swim-easy Mohair Suits, \$1.00 to \$7.00.

Men and Boys' mixed woolen and all-wool suits at all prices.

Bathing Cap, Bathing Slip, Goggles and Waterwings.

The Wm. H. Hoegge Co., Inc.

GREATEST SPORTING GOODS HOUSE
ON THE PACIFIC COAST

138-142 South Main

Phone 10087
Main 6047

"Always Showing Something New"

Unusual Wash Dress Values
We just received 50 beautiful dresses, beautifully embroidered, smart and smart lace and collar short sleeves, all the new-est colorings. They have the style and appearance of the very expensive models. Our price... **\$5.95**

Wash Dress Special at Only \$2.75
Here's a REAL bargain in Wash Dresses for the Summer. They are the absolute latest in design and color and are very smart. They are made of the best quality material and are very comfortable to wear. Our price... **\$2.75**

Several Models of Pure Irish Linen Dresses
Trimmed with lace and with Irish Crochet lace, others embroidered in floral designs—every garment a work of art. Our special... **\$14.95**

Tempting Values in Pretty Lingerie Dresses
A brilliant showing of everything new in both plain and over-short effect—without doubt the greatest variety yet shown in the city. These have high collars, wide sleeves and are made with the popular Dorr's neck and short sleeves. They will be delighted with the dresses and satisfaction of the new ones we've priced—
\$9.95, \$13.50, \$16.50 and \$19.95

Berkson Bros.
1118 Main Street, Kansas City
787 Kansas Avenue, Topeka

WOMEN'S CLOTHING

CHAPTER XLIX.

WOMEN'S CLOTHING

IF there is any kind of advertising that requires more attention than another it is the advertising of women's clothing. A close attention to details is absolutely necessary to make it a success.

Women, more so than men, will read the advertising pages of the newspaper very carefully in an endeavor to find the most favorable offerings. In the proper seasons women look for the clothing offerings, compare those of the different stores and make the store whose offer pleases them most the starting point of their shopping. As a usual thing if the offering is what she conceived it to be, a sale is made and her shopping is ended. If, on the other hand, the offering is not up to the advertising she passes on to the next store, and continues traveling until the garments to be purchased are found satisfactory.

To make such advertising successful the garments must be carefully described. Women love to read all about dress. They will read the clothing announcements, even after they have made their purchases, for the purpose of comparing styles and values.

It is almost as necessary to quote prices as it is to advertise that clothing is for sale. If it is possible to make the price appear a special one, or a reduced one, the effect is greater. A woman dearly loves a bargain and will chase all over the city to get it. But, mind you, when it is found, it must be as represented—a bargain.

In the advertisement of Bedell, New York, we find a model clothing advertisement. Here we have the price featured. There is a good, strong talk about the lines offered and "one model is like the picture." That is a good feature. So many merchants use a cut of any old kind, as long as it is a woman's suit. Note the ribbon border effect.

In the advertisement of the Berkson Bros., Kansas City and Topeka, we always find them showing something new. This is a good slogan. This advertisement appeals strongly to the ladies.

The Wm. H. Hoegee Co., Inc., Los Angeles, Cal., state they are on hand as usual with handsome bathing suits. The illustration hardly carries out that idea at all. Nevertheless, timely advertisements like this one draw much business to the advertisers.

We reproduce opening announcements used by Marshall Field & Company, Chicago; Gimbel Brothers, New York City, and Duffy-McInnerney Co. These all show the master minds behind the pens that wrote them.

The tendency is towards more formal openings in the larger stores. Vast sums are annually spent in making these features of the advertising

plans a success. It will pay every advertiser to read these advertisements, even if a magnifying glass has to be purchased for that purpose. The text of each is a literary gem and many good points on the use of words may be extracted from them by the advertising student.



Gimbel Brothers

ANNOUNCE THEIR

First Spring



FASHION EXHIBITION

LONG BEFORE the first stone was laid in the foundation of this great building, here in the heart of New York City, the determination was made to establish within these four walls the broadest and most authoritative "Home of Fashions" in America's great Metropolis.

For many years, the Gimbel Offices and Merchandise Bureau, at 17 Boulevard Poissonniere, have been the best known and most active foreign organization in Paris. The machinery for our extended operations was ready and best-informed foreign fashion experts had been gathered into the Gimbel organization.

As soon as this great New York proposition was decided upon, we began to strengthen and broaden our forces, until they reached their present breadth and efficiency.

We realize, from many years of most intimate knowledge of every phase of New York business life, that it is no light matter to undertake the work planned. We know all the factors of greatness, and the marvelous accomplishments of stores that have preceded us in your respect and confidence. All have provided helpful inspiration for us, but perhaps all of them could have improved both organization and accomplishment, if they could have started anew with all their past experiences to profit by, as it was our good fortune to begin.

It is less than six months since our doors first opened in New York City. We have only been able to make a beginning. Friends have told us that we have achieved much in this short time, and this has inspired us to push further toward still better things. Today our First Spring Fashion Exhibition is Ready. It marks our first half-mile stride of accomplishment. It gives opportunity for public measurement of the style-efficiency of the Gimbel organization. It will, in a measure, indicate whether this new store holds any compelling interest for you. The full-ripe assemblages of Fashionable Apparel are broadly displayed in their regular sections—today chiefly inviting you to the **THIRD FLOOR**. But the dominating event of the hour—today and tomorrow—is

"La Promenade des Toilettes"

The parade of the Paris Gowns, Millinery, Wraps, and other Accessories of Dress, in our Auditorium and through the Garden adjoining, which has sprung up over night by some wizard's touch, on our Eighth Floor.

Here during these Exhibition Days, will be displayed, on beautiful American women, where alone their matchless perfections can be revealed the choicest gems that our corps of connoisseurs of fashion could discover among the creations of all the foremost couturiers of Paris.

To this Exposition, with its gems of style, in this charming setting, we invite all lovers of the beautiful in Dress or Art, during these reception days.

View "La Promenade des Toilettes" on the Eighth Floor, and then see the multitudes of other style-creations, in Fashion's own Home, on the Third Floor. Today.



Gimbel Brothers

Broadway and Thirty-third Street, New York

The distinctive display used in the all-type advertisement of Tangbols would cause this advertisement to stick out from any page. The white space above the heading "Wash Dresses" could just as well have been

DUFFY-McINNERNEY CO. DUFFY-McINNERNEY CO. DUFFY-McINNERNEY CO.

Last of the Formal Show-Days of Fashion

While the "Formal Show-Days" of Fashion, will end with this Thursday, it is really only the beginning of the Spring Fashion Show—for the nearer we get to Easter, the greater your interest in the style fancies. The decorations of the store will remain in place for some days. Many tell us they are the handsomest we have ever had. At least they are different from those of previous seasons—which makes them worth seeing.

If you have overlooked the fact that these are "Style Days" here—make it a point to visit the store this Thursday. There is much to see in all the things that go to complete a woman's wardrobe—and the price range is sufficiently broad to accommodate all sizes of purse.

Welcome!

Be Sure to See the Suits, Gowns and Dresses

So many and varied are the styles that description here is wholly out of the question. We have purposely avoided getting into the most extreme things, or those that are just passing. But there is not a new style omitted, or a coloring that will not be fashionable—and much worn. There is a splendid assortment of Suits at \$15, \$18, \$22 and \$32—there are more exclusive ones at \$45, \$50 and so on. And so it is with the Dresses. Some of the simple things are the prettiest—and in many instances, the least expensive.

Be Sure to See the Millinery and Flowers

There are three sources of supply for the Millinery. Some of the hats come from the most shops of Paris, London and Berlin—very little from the latter two, except morning millinery. These are termed "Millinery," or "Millinery," and we have not marked them at prohibitive prices. The hats from the latter two sources are supplied in with many handsome styles of French, made, and some original designs of their own. On these of course you save the extreme difference. In our mind, they are even more than worth the price they do not bear a foreign label. Then our own expert Milliners throughout supply in the display—the last day by day, you might call it. It is a very rare thing to find a hat of this sort and so, there are very pretty hats at \$1 and \$2, many handsome ones at \$3, \$4, \$5 and \$6. There are very handsome, you will find the Millinery here, both imported and domestic, and, naturally, no exception is made.

Be Sure to See the Waists and Petticoats!

There was this morning did some of the Waists and Petticoats for this Opening but so many more. They came to us from a source of supply which we cannot for this victory. Hundreds, of course, of every style, of every color, and we have not marked them at prohibitive prices. The dresses, of course, are the most beautiful of the season. In the display, there are many more than worth the price they do not bear a foreign label. Then our own expert Milliners throughout supply in the display—the last day by day, you might call it. It is a very rare thing to find a hat of this sort and so, there are very pretty hats at \$1 and \$2, many handsome ones at \$3, \$4, \$5 and \$6. There are very handsome, you will find the Millinery here, both imported and domestic, and, naturally, no exception is made.

We Give you a Grand Trading Store

Duffy-McInnerney Co.

1111 Broadway, New York

Quick Riddance Prices Tomorrow

On All Wash Goods Remnants

ALL REMNANTS of wash goods, such as towels, handkerchiefs, and other wash goods, are being sold at half price. This is a great opportunity for you to get a large quantity of wash goods at a very low price. The goods are of various colors and patterns, and are of good quality. The sale is for tomorrow only, so don't miss it.

Half Price

Remnants of All the Newest Silks

Reduced to Half Price

REMANENTS of all the newest silks, such as crepe, georgette, and other silks, are being sold at half price. This is a great opportunity for you to get a large quantity of silks at a very low price. The silks are of various colors and patterns, and are of good quality. The sale is for tomorrow only, so don't miss it.

Half Price

Here's an inviting list of offerings in very desirable merchandise

An Outclearing of Small Lots of Hosiery and Underwear

ONLY a catch of most of these for the sale. Don't miss it! It's a great opportunity for you to get a large quantity of hosiery and underwear at a very low price. The goods are of various colors and patterns, and are of good quality. The sale is for tomorrow only, so don't miss it.

Half Price

Men's Pajamas, Nightshirts and Hosiery—Rare Values Friday

PAJAMAS—These pajamas are a singularly unusual for the price that must not only wear them in half price. They are of various colors and patterns, and are of good quality. The sale is for Friday only, so don't miss it.

Half Price

Radical Ribbon Reductions

ALL REMNANTS of ribbon, such as silk, cotton, and other ribbon, are being sold at half price. This is a great opportunity for you to get a large quantity of ribbon at a very low price. The ribbon is of various colors and patterns, and is of good quality. The sale is for tomorrow only, so don't miss it.

Half Price

Money-Saving Handkerchief Prices

ALL REMNANTS of handkerchiefs, such as cotton, linen, and other handkerchiefs, are being sold at half price. This is a great opportunity for you to get a large quantity of handkerchiefs at a very low price. The handkerchiefs are of various colors and patterns, and are of good quality. The sale is for tomorrow only, so don't miss it.

Half Price

You'll Want to Share in These Mustin Underwear Price-Reductions

ALL REMNANTS of mustin underwear, such as shirts, drawers, and other underwear, are being sold at half price. This is a great opportunity for you to get a large quantity of mustin underwear at a very low price. The underwear is of various colors and patterns, and is of good quality. The sale is for tomorrow only, so don't miss it.

Half Price

Free Offer For Friday

ALL REMNANTS of free offer, such as silk, cotton, and other free offer, are being sold at half price. This is a great opportunity for you to get a large quantity of free offer at a very low price. The free offer is of various colors and patterns, and is of good quality. The sale is for Friday only, so don't miss it.

Half Price

Silk Waists—A \$10.00 Value for \$5.75

ALL REMNANTS of silk waists, such as silk, cotton, and other silk waists, are being sold at half price. This is a great opportunity for you to get a large quantity of silk waists at a very low price. The waists are of various colors and patterns, and are of good quality. The sale is for tomorrow only, so don't miss it.

Half Price

An Underpriced Offer on Women's Stylish Long Gloves

ALL REMNANTS of women's stylish long gloves, such as silk, cotton, and other women's stylish long gloves, are being sold at half price. This is a great opportunity for you to get a large quantity of women's stylish long gloves at a very low price. The gloves are of various colors and patterns, and are of good quality. The sale is for tomorrow only, so don't miss it.

Half Price

Wm. Barr Co.
St. Louis

New Spring Suits and Dresses Are Arriving Daily—See These Tomorrow

FOR THE pleasure of a new Spring Suit you'll find much to interest you tomorrow on Barr's big "Floor of Fashion". For the spirit of Spring pervades the entire season, constantly suggesting and re-created by new arrivals from New York's elegant tailor shops.

For Tomorrow We Feature \$10.00 New Barge Suits at \$5.75

Take your women to have a look at the beautiful suits, before from the great number of suits we are selling at approximately one dollar less. We haven't before these prices, and the best we can see for the money. They are in several elegant modifications of the latest, and are made with the best materials. They are made with the best materials, and are made with the best materials. They are made with the best materials, and are made with the best materials.

New Dresses for Street and Informal Wear

Beautifully made in modern and old-fashioned styles, of a delightful character, and of various colors and patterns, and are of good quality. The dresses are of various colors and patterns, and are of good quality. The sale is for tomorrow only, so don't miss it.

\$16.50—\$19.50—\$24.50

Men's Pajamas, Nightshirts and Hosiery—Rare Values Friday

PAJAMAS—These pajamas are a singularly unusual for the price that must not only wear them in half price. They are of various colors and patterns, and are of good quality. The sale is for Friday only, so don't miss it.

Half Price

Free Offer For Friday

ALL REMNANTS of free offer, such as silk, cotton, and other free offer, are being sold at half price. This is a great opportunity for you to get a large quantity of free offer at a very low price. The free offer is of various colors and patterns, and is of good quality. The sale is for Friday only, so don't miss it.

Half Price

You'll Want to Share in These Mustin Underwear Price-Reductions

ALL REMNANTS of mustin underwear, such as shirts, drawers, and other underwear, are being sold at half price. This is a great opportunity for you to get a large quantity of mustin underwear at a very low price. The underwear is of various colors and patterns, and is of good quality. The sale is for tomorrow only, so don't miss it.

Half Price

Silk Waists—A \$10.00 Value for \$5.75

ALL REMNANTS of silk waists, such as silk, cotton, and other silk waists, are being sold at half price. This is a great opportunity for you to get a large quantity of silk waists at a very low price. The waists are of various colors and patterns, and are of good quality. The sale is for tomorrow only, so don't miss it.

Half Price

An Underpriced Offer on Women's Stylish Long Gloves

ALL REMNANTS of women's stylish long gloves, such as silk, cotton, and other women's stylish long gloves, are being sold at half price. This is a great opportunity for you to get a large quantity of women's stylish long gloves at a very low price. The gloves are of various colors and patterns, and are of good quality. The sale is for tomorrow only, so don't miss it.

Half Price

used for some small offering. Space costs money and should not be wasted.

Berno's offerings ought to appeal to every woman of an economical mind. This is an average example of most woman's clothing advertising. It might be made more distinctive and gain much by the change.



BERNO'S

Summer Suits and Dresses

That are satisfying in style and quality now offered at lessened prices. They're stylishly and excellently made of good washable materials, some beautifully trimmed in laces and insertions, others just plain tailored, but all marked at near-half price.

One lot Jacket Suits, that were intended to be sold at \$5.00—Now Marked \$2.50

Another lot Fine "Linene" and Poplin Suits, some with long-sleeved jackets, others short-sleeved, regular values up to \$10.00—Now Marked \$4.95

One lot Fine White Waists, values up to \$1.50—Your luck of the lot now 98c

Pretty Millinery at One-Half Price . .

A splendid assortment of Pretty Hats, that sold up to \$8.00—Your pick of these now 1/2 Price

One lot Children's Hats marked for quick selling at 19c and 9c

BERNO'S



White, Pink, Blue and Lavender

Wash Dresses

The nebbiest styles ever shown in Wash Dresses and indispensable in the make-up of your summer wardrobe. Also a fine assortment of Gingham Dresses that sold at \$7.50, \$8, \$10 and \$12, on sale at

\$5.95

PARASOLS

A full line of Parasols, all colors and prices. Purchase today at great reductions.

Taughbol's
LEADERS OF FASHIONS

In the central panel of Wm. Barr Co.'s, St. Louis, Mo., advertisement, there is a good opening talk on spring dresses. "For tomorrow we feature new serge suits at \$19.50." It is a good plan to set a date for certain contingencies. To state to the reading woman that a certain style will be shown "tomorrow" is to invite her to be present and this is an invitation she will gladly accept.

CHAPTER I.

COAL

THE coal man wastes more space than most advertisers, not because he uses extra large spaces, but because he does not use the small spaces he uses well.

Coal is one of the hard things to advertise in an interesting way. Prices in most places are fixed by "common consent," so that price is not such an inducement in a coal advertisement as it is in other lines.

The sum total of the coal man's advertising seems to be the "keeping of his name before the public." This is of some value, but it is not considered good advertising these days.

The advertisement of The Central Coal & Wood Company is of this order. It is merely keeping the name before the public. In the small advertisement of Chalfant Bros., Philadelphia, Pa., we have some kind of information, even if it is merely the price.

In these two small advertisements we have at least four points that might be made much more of than is done in either advertisement. They are, quality—"Best American hard coal" and "Finest quality Lehigh;" prompt delivery; guarantee of weight and price. These points emphasized are of value to the coal man's advertising campaign.

The Pennsylvania Coal & Coke Co., New York, use arguments in the advertisements reproduced that should bring business. The reader cannot help but be convinced that this firm has coal suitable to the uses intended.

The success of your black-smithing work depends on the quality of coal you use—

When wrong coal may mean a job spoiled or time wasted—isn't it wise to use coal that is specially adapted for smithing and forging?

Coal that contains too much sulphur may run a piece of iron or steel and prevent welding. Coal that is dirty with slate or dust will cake and burn fitfully with insufficient and uneven heat.

You are only laying the foundation for quick, satisfactory work when you insist on getting a special smithing coal of guaranteed quality on which you can always depend. Such a coal is

WEBSTER SMITHING COAL

Its superiority for smithing purposes is proven by both scientific analyses and practical tests.

Compare the coal you are using now with these qualities:

WEBSTER SMITHING COAL is practically free from sulphur, that base of ordinary smithing coal. Its clear, high heat insures quick facility of iron or steel, insuring a good solid weld.

WEBSTER SMITHING COAL forms a clear gray coke that, when

We want you to try Webster Smithing Coal. We'll ship it anywhere in central Pennsylvania if your local dealer doesn't have it. But nearly all dealers are glad to supply Webster Smithing Coal. Speak to yours about it. Or write to us for prices, mentioning the quantity you use and the name of your dealer.

burned over, makes a hot, steady fire. It is free from dirt and does not cake.

WEBSTER SMITHING COAL contains no slate. It is pure coal of a high efficiency. It gives an intense, steady heat for a long period.

WEBSTER SMITHING COAL is all mined in Cambria County, Pennsylvania, in the heart of a region noted for high grade smithing coal. It is subjected to special processes and exacting tests which insure uniform quality.

PENNSYLVANIA COAL & COKE COMPANY

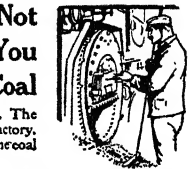
T. H. WATKINS, President
Benton, 141 10th Street, Whitehall Building, New York. Philadelphia, Lead Title Bldg.
Scranton, Union Building.

You Buy Ability, Not Material, When You Purchase Our Coal

Coal only starts at the furnace. The steam it produces runs your factory, mill, electric plant. The better the coal the cheaper the steam.

Pardee is an economical coal. It's uniform. Uniformly good. It has high steaming ability. It is exceptionally high grade bituminous coal. It all comes from one basin—in Cambria County, Pa. That's why it is always the same.

Pardee is carefully inspected, and prepared before shipping, which guarantees clean, efficient, steam-producing coal. This is boiler room economy.



Ash in Pardee is at the minimum. Another point of economy.

On its merit alone Pardee is used by conservative manufacturers throughout the country.

Whether you have a large or small plant, it will pay you to look into this. Our mechanical engineer is at your disposal—without charge. Particulars supplied inquirers concerning

PARDEE Bituminous COAL

PENNSYLVANIA COAL & COKE COMPANY

T. H. WATKINS, President
WHITEHALL BUILDING, NEW YORK
Philadelphia, Lead Title Building

COAL Finest Quality
LEHIGH
EGG \$6.25 PEA \$4.00
STOVE COAL
NUT

Per Ton 2240 Pounds

A full-weight guarantee (worth \$50.00) delivered with each order.

Chalfant Bros.
1314 North 44th St.
Both Phones.

Campbell Coal Summer Prices



They're in effect now and Campbell will book your order any minute. Deliveries when and how you specify.

Two points about Campbell's coal: There's none on the market that is so good—Campbell takes special care only for the best. Handles a brand exclusively.

Full weight. The 3000-pound ton is Campbell's specialty.

Please us, write us, or mail. We can find a man to see you at any time you say.

Campbell Coal Company



The Campbell Coal Co. advertise a strong feature during the summer season. Summer prices at a small saving over winter prices means a lot to men who burn from ten to twenty tons per annum.

It might be a good plan for a coal merchant to say unto himself: "Now, there's that Pocahontas coal. Who should use it? Who can use it to best advantage? Very well, I'll tell these people all about the good

merchant adapt them to his own business and he'll have enough advertising ammunition for a few weeks to come.

W. A. Gosline & Company advertise Bear Run Coal with crude drawings and cartoons. The name is bad enough but the advertising is surely worse. Try good arguments and leave such stunts to the funny papers.



CHAPTER LI.

DEPARTMENT STORES

WHEN we pass down the aisles of the great department stores and see the busy salesmen and saleswomen passing out thousands of dollars' worth of merchandise to the surging, jostling crowd, we are wrapt in wonder at it all. We ask ourselves the question, "What is the force that brought all these people into the store in search of these goods?" The answer is, "Advertising."

Then we turn to the newspaper and scan the large advertisements. In the larger cities, pages—only pages—are used, and we wonder how these advertisements can be prepared, day after day, in such a manner as not only to interest the public enough to cause them to read the advertisements, but to force them to call at the store and buy. How are all these wonderful bargains procured and how are they gathered together for use at the proper time? This latter is the advertising man's work. He must keep the store full of customers, he must keep each department

busy. Sales must not drop behind even though the heavens fall. If there is a bad showing even for a day, extra efforts must be made to "catch up" and "pass" the standards set by previous business.

Some advertisers find it extremely difficult to make their announcements interesting because they use only small space. They are of the opinion that it is an easy thing to prepare a page advertisement. It is if that page comes only once in a while. But when page after page must be prepared as day follows day, it is not so easy a task. The advertising man of a large store must be continually upon the alert to take advantage of every circumstance that occurs outside of the store as well as inside. He must be a person of profound knowledge of human nature. He must have artistic tastes and temperament. He must be well read in the literature of the day. He must keep posted upon values. He must know the ins and outs of the firm's business; aye, he must even know what is going on in the other stores.

A former advertising manager for Marshal Field & Co. once wrote:

"Advertising is a life study. Everybody knows a little about it, but nobody knows all about it. Perhaps nobody ever will know all about it. To do that would require a knowledge broad enough to cover all the principles of human action. But many of us know that advertising will turn the attention of people to our business, and will thereby help that business. And between the knowledge of that simple fact, and the ultimate understanding of the why and wherefore of all things commercial, lies the scope of the possibilities of advertising."

Advertising is a life study, and like any other subject will never be learned by one man. Every man may become expert along certain lines, but he cannot master the whole subject for the reason that the subject is so wide, so vast, so changeful that when he has learned one idea he often has to speedily unlearn it and learn another to take its place.

All may learn certain fundamental principles that remain fixed, but it is the ever changing phases of the subject that must baffle the "would be" expert in the end.

Here are several paragraphs from the pen of the advertising manager mentioned above. They are worthy of thought, coming as they do from a master mind:

"Simplicity is the ideal in advertising. The strongest advertisement is the one which tells its story, leaves the right impression, and then stops. The reader will do the rest. It is not necessary to go on and load his mind with incidental statements. It is the easiest thing in the world to write a simple advertisement—all you have to do is to find out what there is to say about the subject of your advertisement, and then write it down in the order in which the various points will best appeal to the reader. But if you undertake to twist the facts into a knot that you may arouse the reader's curiosity to get him to attempt to unravel it, you will encounter hard work, and a great deal of useless expense. After all, most of the Mystery of Mysteries of advertising consists in doing things which are considered smart by the people who invent them and foolish

by the people who read them. A great deal of money is spent on this mysterious kind of advertising, but it is safe to say that half the money invested in simple statements which people can understand, would bring immensely greater returns.

"Another point I wish to mention is that it is of great benefit if the writer of an advertisement knows what he is writing about, instead of merely drawing on his imagination, and clothing his subject with adjectives, and bragging about its supposed merits. Let him go see the thing he is to talk about, let him examine its points, and thoroughly understand them, and then he can write an advertisement which will interest the people.

"The writer of an advertisement should digest the information he may receive about the subject of his sketch, and consider what points are known to the public, what points are commonplace, and what points stand between the public and the purchase. He will find very often that the points which appeal to him will be commonplace to the public and the points which seem commonplace to him will most strongly appeal to the public. So it is necessary to put yourself always in the reader's place, and write your advertisement from that standpoint. Such an advertisement is sure to win. As fundamental as this point seems to be, it is merely the application of common sense to one of the simplest phases of the advertising problem.

"There are some things which claim to be advertising, but are not. They detract from the reputation of the business which issues them, and do not create one atom of respect. The only apology that can be offered for such things is that the people who get them up don't know very much about advertising; in fact, they seem to have a serious misconception of it. These things are designed merely to attract attention, regardless of whether the impression they make is good or bad. But there is about as much difference between such attempts at advertising and real advertising as there is between notoriety and fame."

The following extracts from an address delivered to the business men of Binghamton, N. Y., by Ralph B. Peck, advertising manager for Simpson Crawford Co., New York City, and formerly with Mandel Brothers, Chicago, in a similar capacity, gets down to everyday practical detail:

"In large stores the advertising manager is virtually the promoter and works with the merchandise man, whose business it is to regulate prices and stocks, and consequently they know what is best for a department. Department managers buy their goods, and no matter how poor the selections, they are, as it were, in love with their merchandise, but when it does not go and the merchandise man puts the 'give up mark' on it, it is then that the advertising man gets his work in.

"A manager is out for profit, while the advertising man is out for volume, and consequently I make it a rule never to advertise regular goods at regular prices. What I insist on is something new, or something at a cut price, in order to give me an opportunity to talk.

"For instance, a manager may come to me and say, 'I have 100 suits that have not sold, and I want to get rid of them. When I first received them I marked them at \$20.00, but I'll put them on sale now at \$15.00—they cost \$14.25.'

"If I would take this item right in mid-season and say, '100 suits reduced from \$20.00 to \$15.00,' no one would want them, so I make up what is termed the 'story' and when the ad comes out it would probably read:

"One hundred suits bought from an eastern manufacturer at a special price concession. He over-estimated his orders and was glad to have us take them off his hands. They are the very latest styles and were made to sell at \$20. In fact, we have had the very same suits on sale at \$20 right along, but today, as long as they last, they are \$15.

"Of course, where the genius of the advertising man comes in is never to tell these 'stories' the same. But in doing this you must tell the truth about values. If you do not, people will soon learn not to believe you at all.

"The advertising department has a corps of shoppers who go to every store regarded as a competitor and buy anything that is new, not contained in our stocks, or anything that we have on sale at a higher price. These articles are shown to the buyer and his prices are regulated accordingly and he keeps in touch with all the new things his competitors have.

"Besides the corps of shoppers a 'count' is taken twice a day in all competitive stores, and we know how many are in each respective department, of every store, and how many are in our store at a given hour.

"If we should find that one of our competitors had thirty in the glove department, another twenty, another thirteen, and we had only six or seven, we would immediately find out what they were selling to have such a crowd, and would arrange our glove sales accordingly, besides calling the buyer up and putting the 'ginger' into him, giving him a line of talk to the effect, 'If so and so can sell gloves and have thirty in his department, there's no excuse for you having only six or seven.'

"The advertising department knows the sales of each given day, what they were a year ago on a given day, and plans accordingly for each department. If a department had a \$3,000 day a year ago, say on the 20th of February, he knows it a week or two in advance, and it is his business to see that that department does not go behind, and he sends for the manager, plans accordingly and demands something out of the ordinary that will enable him to surpass that record.

"I want to say again that regular goods advertised at regular prices will never prove profitable. I will go further and say that I would rather take a two-hundred dollar ad and a hundred-dollar loss than to take a three-hundred dollar ad at any time. Give your patrons all you can, don't give it all to the newspapers. And when you learn the art of doing this

you will be able to profitably buy twice the space, for there is no paper that will pay you if you do not offer the proper merchandise in your advertisements.

"Learn to sacrifice profit until you get your store up to a large volume of business and then you can do business profitably, for your discounts alone will be the source of great profit. That's the secret of a large concern.

"A store doing ten million dollars a year can make eight hundred thousand dollars in discounts. If you sell a thing at a profit today, make a special of it some other day, and keep on until you have gone through your stocks. For when you sell something at a loss you are selling thousands of other articles at a profit. When I say selling at a loss, I don't mean below cost—never do that unless forced to.

"Every time you write an ad put enthusiasm in it. Believe what you write and write what you believe. If you are not enthusiastic, depend upon it, your readers will not be.

"I always try to make it a point once a month to 'try a paper out'—find out the class of merchandise that brings the best results. Some papers are good for household goods—some for ready-to-wear apparel—some are better for men's wear—and it's the merchant's business to find this out by practical demonstration.

"It's impossible to tell a newspaper's real worth by placing it at a disadvantage by running an ad unsuited to its clientele. The merchant must find out himself—you cannot take the newspaper's word for it, because the convictions of the one who speaks for the newspaper may be founded upon an experience that does not fit your business.

"No store can estimate the exact result of any one ad for any one day—true, a store may put an ad in the newspapers and it may fall flat—or a store may put an ad in the newspapers and the results may even surpass expectations—still the actual results cannot be measured—there is to come the aftermath—and this secondary result depends to a great extent upon how well the merchant has satisfied those who answer the ad.

"Before you give a newspaper an advertisement, ask yourself if it's going to pay you; ask yourself if what you are going to say in the newspaper would appeal to you as an individual; ask yourself if your advertisement offers a fair and square deal; ask yourself if your ad carries a buying proposition that would influence you to buy providing you had a want in keeping with the advertisement; and if you cannot conscientiously answer yes to every question, I do not see how you can expect the buying public to answer yes.

"To obtain results in advertising be true to yourself—be on the square with the buying public.

"A busy merchant cannot see to all of this—the department manager may be over zealous—may value his merchandise too highly—that's only natural because he bought it.

"The merchant must depend upon an organization. All large stores have one man whose duty it is to check up each item in each ad—see to

it that the goods are on sale as represented—see that the truth about the merchandise has been told—and whenever he finds the ad has not been lived up to, the report is laid on the general manager's desk—ready for him when he arrives in the morning, and if the general manager is of the right stuff, woe be unto the buyer that does not live up to his ad."

Mr. Manly M. Gillam, said to be the originator of the "Wanamaker Style" of advertising, and for some years Wanamaker's chief advertising man, in an address before a convention of advertising men at St. Louis, among other things, said:

"Exaggeration in any advertising is neither necessary nor wise. Exaggeration is dangerous. A bargain is for minnows, and their patronage never built a great permanent business. I look to see the time when misstatement in store advertising will be frowned upon as misstatement in the reports of a manufacturing business now is.

"There should always be bright, snappy talk and a breezy treatment of subject, but the truth is the strongest presentation that can be made. Then the measure of store-keeping success will turn on the store-keeping itself. Then the endorsement of a house for any article will be like the mint mark on a golden eagle. Then it will not be necessary to take pages or monstrous space to make an impression. The fact that the goods are mentioned at all will be proof of their deserving qualities. But not alone the merchandise will be depended on to bring lookers and buyers to the store. There will be store occasions when curiosity and interest will bring masses to its counters. Thus it is that the volume of business will be swelled and the fame and stability of the store made to grow, and all this without excessive advertising expenditure.

"For several years past the struggle of department store advertisers has apparently been to make an impression by the size of their announcements. Half pages have been succeeded by pages and double pages, and in one recent instance I noticed five pages paid for by one firm. I think this very unwise. It isn't a good thing for the newspapers that print it. I believe that no paper should be glad to print advertising that will not be helpful to the advertiser, and no house can be helped by five pages more than it would be by two or possibly by one, with the single exception of the possible impression of bigness or enterprise that might come from the volume of space, and I believe that even this would be more than offset by the feeling in many minds that the store was foolishly reckless. I believe that one page is big enough for the most enthusiastic announcement any store need make and much less space could be used for the regular advertising. Use large space to emphasize an offering or occasion, but not otherwise.

"As things now are, take a department store newspaper page in St. Louis, Chicago, Philadelphia, New York, or anywhere else in America, cover the signature and the date lines and it will be difficult to tell the work of any one store from any other.

"Monotony of style, statement and make-up prevail.

"In days I foresee this will not be so. The special activities of the leading store or stores in any community will give the hurrah of war-time to its advertising and bring the delighted throngs of Fair time to every selling floor under its roof."

The newspaper advertising done by these large stores is mostly of the "clearance" and "special" sale order, or consist of a large number of leaders being offered as a bait. The main object of the advertising man is to get people into the store where the tempting array of goods and the enthusiastic sales force may have a chance.

Yet, there is another order of newspaper advertising done by a few stores, the best stores, and that is of a kind that is quietly building up a business with a foundation upon the rock "quality." These stores are building business for the future; the former are of today. Let some new store peep forth with a cleverer manager and the others immediately take a back seat. Sale advertising is not harmful in itself, it is the too frequent use of this means of attracting a crowd that will eventually cause its own death. Leaders and baits are a necessity but should not always be offered. The general public will become wise to the game some day and will absorb all the leaders offered in the different stores and will not even nibble at the other goods they are expected to buy.

The large stores of course use other mediums of publicity besides the newspapers. Many of them issue regularly twice a year large catalogues for use by mail-order buyers. Then there are innumerable booklets, circular letters, novelties, premiums, and in fact almost every known kind of publicity from a business card to a poster.

Besides all these the store itself is used for advertising purposes. Costly decorations in windows and interiors, handsomely finished fixtures and furniture, cool and comfortable rest rooms, play rooms for children, exhibitions of works of art and demonstrations of goods and talent. Every convenience is looked after for taking care of the business of the store. Some stores have very strict rules of conduct laid down for their sales force. Any infraction of these rules results in instant dismissal. The customer must be protected from cross or cranky, careless or lazy salespeople.

The telephone is simplifying shopping, and several stores now have 'phones installed that number into the thousands. An idea of the amount of business done by telephone by some of the big department stores may be had from the fact that Wanamaker's Philadelphia store has lately completed the installation of 2,000 'phones and have contracted for 1,000 more. There are over 100,000,000 feet, or nearly 19,000 miles of wire within the store. At each counter there has been located an instrument with automatic coin box attached, so that customers may call up any point with the utmost convenience. The monster switchboard is one of the "sights" of the store. It has a capacity of 12,000 'phones, should that number be necessitated by the growth of the store.

Individual cash registers are also being installed in all the principal

departments and at the more important counters, so that people do not have so long to wait for their change.

Transfer slips can be used at most stores, which facilitates purchases and saves paying for articles as purchased at the different counters and waiting each time for change.

Banking is rapidly being added as one of the features of the modern department store. This is merely for the purpose of acquiring capital (interest being allowed upon deposits), and of inducing people to patronize that particular store when they have money on deposit. The matter of credit purchasing is being simplified to some extent by this innovation.

In this chapter we are reproducing a number of advertisements of

Ninth Anniversary Bargain Sale!

Saturday Morning Starts Our Ninth Anniversary Sale With Most Remarkable Values of Year

In preparation for this great merchandising event we showed large...
 AND in addition to these very exceptional bargains we in-
 clude all sorts of goods at the same price. The double extra savings
 on every article is a fact which we cannot emphasize that every article sold in our
 store is a bargain and a chance to save. Don't miss bargains and chances.

New Spring Suits and Coats
 Very Nearest Creations at the Lowest Prices.
 POSITIVELY the most liberal assortment of beautiful and
 smart suits we have ever before offered in your town and we
 have the most desirable materials, but—
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Philadelphia, March 15, 1911

WANAMAKER'S

WANAMAKER'S

Wanmaker Today

WANAMAKER'S

WANAMAKER'S

Store Closes at 6.45 P. M.

Short Talks on New Spring Merchandise at the Wanamaker Store



Distinguished Mourning Hats in the Showing of Spring Millinery

Thinking so much of mourning as a dreary period, many milliners are establishing in the millinery world the fashion of French mourning hats in the Spring. A millinery of mourning hats is a specialty of the French milliners, and it is represented by the French milliners in the Spring. The French milliners are the French milliners whose creations are represented in this exhibition. The French milliners are the French milliners whose creations are represented in this exhibition. The French milliners are the French milliners whose creations are represented in this exhibition.

Golden Jubilee Promise No. 11

"A higher benefit than any that existed."
"A higher motive than mere profit."
"An unswerving policy."
"An unyielding principle."
"An unflinching courage."
"An unshakable faith."
"An unbreakable bond."
"An unalterable law."
"An unchangeable truth."
"An unerring guide."
"An unerring light."
"An unerring path."
"An unerring way."
"An unerring end."
"An unerring goal."
"An unerring aim."
"An unerring purpose."
"An unerring plan."
"An unerring scheme."
"An unerring design."
"An unerring intention."
"An unerring resolution."
"An unerring determination."
"An unerring perseverance."
"An unerring patience."
"An unerring fortitude."
"An unerring courage."
"An unerring valor."
"An unerring strength."
"An unerring power."
"An unerring might."
"An unerring force."
"An unerring energy."
"An unerring vigor."
"An unerring activity."
"An unerring industry."
"An unerring diligence."
"An unerring assiduity."
"An unerring application."
"An unerring industry."
"An unerring diligence."
"An unerring assiduity."
"An unerring application."

German Silver Mesh Bags
The mesh bags are made of German silver mesh, and are of various sizes and shapes. They are made of German silver mesh, and are of various sizes and shapes. They are made of German silver mesh, and are of various sizes and shapes.

Women's Fine Skirts
The skirts are made of fine fabric, and are of various styles and colors. They are made of fine fabric, and are of various styles and colors. They are made of fine fabric, and are of various styles and colors.

Women's Gray Suits at \$25
The suits are made of gray fabric, and are of various styles and colors. They are made of gray fabric, and are of various styles and colors. They are made of gray fabric, and are of various styles and colors.

The New L. R. Corsets for Spring
The corsets are made of L. R. fabric, and are of various styles and colors. They are made of L. R. fabric, and are of various styles and colors. They are made of L. R. fabric, and are of various styles and colors.

New Waists March into the New Waist
The waists are made of new fabric, and are of various styles and colors. They are made of new fabric, and are of various styles and colors. They are made of new fabric, and are of various styles and colors.

Women's Gloves That Will Wash
The gloves are made of washable fabric, and are of various styles and colors. They are made of washable fabric, and are of various styles and colors. They are made of washable fabric, and are of various styles and colors.

New Marquisettes, Grenadines and Kindred Black Fabrics
The fabrics are made of black fabric, and are of various styles and colors. They are made of black fabric, and are of various styles and colors. They are made of black fabric, and are of various styles and colors.

A Quartet of Spring Silks
The silks are made of silk fabric, and are of various styles and colors. They are made of silk fabric, and are of various styles and colors. They are made of silk fabric, and are of various styles and colors.

German Silver Mesh Bags
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New Marquisettes, Grenadines and Kindred Black Fabrics
The fabrics are made of black fabric, and are of various styles and colors. They are made of black fabric, and are of various styles and colors. They are made of black fabric, and are of various styles and colors.

ENGLISH DAY

Wednesday, March 15, 1911
Concert in Greek Hall 3 P. M.

Singer by English Concert
The English concert is a collection of songs and music by English composers. It is a collection of songs and music by English composers. It is a collection of songs and music by English composers.

Just the Sort of Clothing You Would Have Made in the Fashionable Tailor Shops of London
The clothing is made in the fashionable tailor shops of London. It is made in the fashionable tailor shops of London. It is made in the fashionable tailor shops of London.

Men's Hats From Vienna in Spring Display
The hats are made in Vienna, and are of various styles and colors. They are made in Vienna, and are of various styles and colors. They are made in Vienna, and are of various styles and colors.

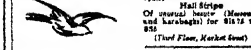
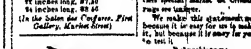
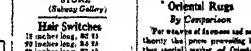
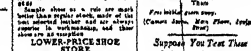
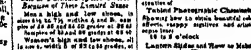
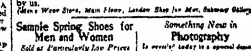
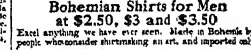
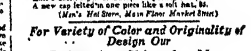
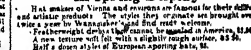
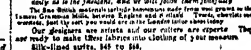
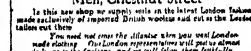
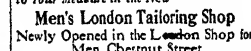
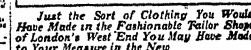
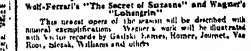
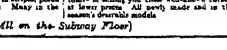
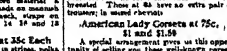
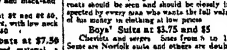
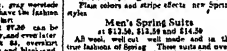
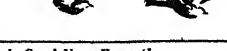
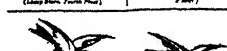
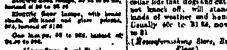
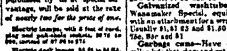
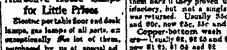
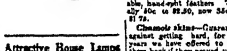
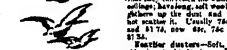
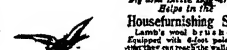
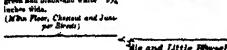
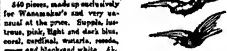
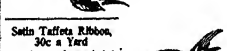
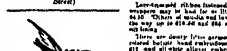
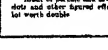
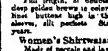
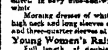
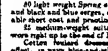
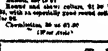
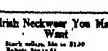
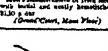
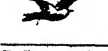
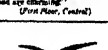
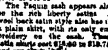
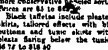
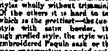
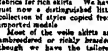
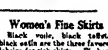
For Variety of Color and Originality of Design
The clothing is made with variety of color and originality of design. It is made with variety of color and originality of design. It is made with variety of color and originality of design.

Sample Spring Shoes for Men and Women
The shoes are made of spring fabric, and are of various styles and colors. They are made of spring fabric, and are of various styles and colors. They are made of spring fabric, and are of various styles and colors.

Lower-Price Shoes
The shoes are made of lower-price fabric, and are of various styles and colors. They are made of lower-price fabric, and are of various styles and colors. They are made of lower-price fabric, and are of various styles and colors.

Men's Spring Suits
The suits are made of spring fabric, and are of various styles and colors. They are made of spring fabric, and are of various styles and colors. They are made of spring fabric, and are of various styles and colors.

Men's Spring Suits
The suits are made of spring fabric, and are of various styles and colors. They are made of spring fabric, and are of various styles and colors. They are made of spring fabric, and are of various styles and colors.



Here's a new one from Denver, Colo.—a Scientific Management Sale. Scientific management is explained to mean causing money and energy and brains to do their best—to bring the greatest returns. To both individual (customer) and corporation, it means economy and profit—efficiency. And efficiency is the ultimate goal of all science.

It is tasty in arrangement and for an all-type advertisement it lacks the usual accompaniment—monotony.

Lazarus, Columbus, O.: This advertisement runs too much to items and lacks all convincing arguments and descriptions. Still, price is such a powerful argument that such advertisements are not likely to prove wasteful.

All department store advertisements do not occupy a full page space. Many of their best advertisements occupy much smaller spaces. Take the Mandel Brothers', Chicago, Ill., advertisement of gold-filled jewelry. If that advertisement would not draw trade then no advertisement would. The charm of that combination border and illustration could hardly be resisted. The text is so entirely different from usual "bargain" announcements that this very difference makes it convincing. The whole arrangement is first-class in every respect.

The idea of offering but one item in an advertisement is good. It is as good for the large department store as it is for the small store. Take the advertisement of Gerber, Memphis, Tenn. Here we find a special in ladies' hosiery. This advertisement appearing by itself or among other advertisements is very valuable and it is a question whether it would get as close reading had it formed a part of a larger advertisement.

Simpson Crawford Co., New York, offer a number of Friday sales said to be extraordinary. The rule border in this advertisement gives a pleasing effect. Each panel stands out well by itself yet appears a part of the whole. Note the use of the firm name in each panel. This is a good idea in a city where the department stores are many and page advertisements shake hands with each other every morning.

Frederick Loeser & Co., Brooklyn, N. Y., offer "Christmas candles to light your way to a happy Christmas." This firm has used this style of rule boxes in their advertisements for years and it is a question whether any of their offerings is ever asked for outside of their own store.

When there is so much sameness in the offerings and no peculiar style of make-up is used in the advertisement, readers of the papers often get confused, and ask for things advertised by one store at another. This advertisement should give the student many hints on Christmas advertising.

In Eaton's Daily Store News will be found something of very great interest to the children. This advertisement from the largest store in Canada is worthy the attention of advertisement writers everywhere.

The advertisement of a store plan occupying a whole page is a new thing in advertising and not a bad idea at that. It may save some congestion at the entrances at any rate. It is given here for the idea it contains.

The New Shepard Norwell Company Stores

Exchange Henry Tabor—220 N. B. St. 1 P. M. Orders by Mail = Specialty BOSTON, MASS., AUGUST 5, 1910 Real Room—Third Floor Telephone—OXFORD 4208

FRIDAY A DAY OF REMNANTS ODD LOTS AND DISCONTINUED LINES

**GREAT SALE OF
DISPORTED SAMPLES
EMBROIDERED
HANDKERCHIEFS**

THEY'RE PURE LINEN, all white and some with dainty colored embroidery, only on a small large assortment of patterns. Regular retail price each Special price

25c

See-Oh Table No. 1, Second Thoroughfare, Join the Year Buyer From Winter Street.

*** HALF PRICE ON THIS LOT
FINE CHAMBRAY
12 1/2c YARD**

These sell at 15c, but owing to limitations of lengths, we close it out at half price

**10 TO 30 YARDS IN EACH PIECE
ALL COLORS**

See-Oh Table No. 4, Second Thoroughfare

**TOWELS
UNDERPRICED**

"TUBERTY" KNITTED TOWELS, knitted double, from late Turkish Towels, but much finer finish, always sell for 15c each Special price for Friday 12c close out.

15c

ALL WHITE TURKISH TOWELS, red borders with initial on the border, long ends, single size, some of the details are missing, therefore we will clear out the remaining assortment at, each

12 1/2c

ALL LINEN MUCK TOWELS, red line for 12c, size 17 1/2 in length. Largest number for Friday 12c, each

12 1/2c

See-Oh Table No. 3, Second Thoroughfare

**WHITE GOODS
REMNANTS
INCLUDING
CHECKED DIMITIES
MADRAS AND POPLINS
DOTTED SWISSES**

10c TO 4 YARDS IN THE PIECE

Will be sold by the remnant only, but the sale prices are considerably below the regular retail price.

You will find a choice water pattern in this assortment.

See-Oh Table No. 4, Second Thoroughfare

HAIR GOODS

CORNET BRAIDS, in light and medium shade, of human, reduced from 32 1/2

98c

POWDER DOURS, in assorted shades of brown, regular price \$1.50 each, reduced to

69c

See-Oh Street Floor, Hair Goods Counter, at End of Person Counter, Opposite Table No. 4

**FOR FRIDAY
(And Saturday, if any remain)
AMERICAN TAFFETA
UMBRELLAS
At 1.00 EACH**

12 inch, 48 inch, tape edge, steel rod, plain, lined, women's handle. Regular price \$1.75 each

See-Oh at the right as you enter the Thoroughfare from Winter Street

SHEPARD THOROUGHFARE

AS YOU WILL FIND THE DISPLAYS TODAY

SPECIAL OFFERINGS IN WARM WEATHER NEEDS

1. LINGERIE & LINGERIE

2. LINGERIE & LINGERIE

3. LINGERIE & LINGERIE

4. LINGERIE & LINGERIE

5. LINGERIE & LINGERIE

6. LINGERIE & LINGERIE

7. LINGERIE & LINGERIE

8. LINGERIE & LINGERIE

9. LINGERIE & LINGERIE

1. LINGERIE & LINGERIE

2. LINGERIE & LINGERIE

3. LINGERIE & LINGERIE

4. LINGERIE & LINGERIE

5. LINGERIE & LINGERIE

6. LINGERIE & LINGERIE

7. LINGERIE & LINGERIE

8. LINGERIE & LINGERIE

9. LINGERIE & LINGERIE

IT WILL PAY TO COME IN AND LOOK AROUND ESPECIALLY ON THE THOROUGHFARE

WOMEN'S HOSIERY

ASSORTED KINDS

Several lots of light weight stockings for women will be at our sale Friday morning at very attractive prices

SOME AT 25c A PAIR

SOME AT 12 1/2c A PAIR

SOME AT 15c A PAIR (3 pairs for 45c)

SOME AT 25c A PAIR

OTHERS AT 25c A PAIR

PLAIN COTTON, MERCEZIZED COTTON, FANCY COTTON, POLLE, DOT (imprinted last colors), GAUZE LIELE, BLACK LIELE (lighter lines)

See-Oh Table No. 4, Second Thoroughfare.

MEN'S NECKTIES

WASHABLE FOUR-IN-HANDS

Special at 7c Each

FOUR FOR 25c

All the popular colorings, some solid colors others in checks, stripes, dots and figures. LARGE NUMBER TO SELECT FROM

See-Oh Table No. 3, Second Thoroughfare

LACE REMNANTS

ABOUT HALF PRICE

Beautiful creations, desirable for dress, aprons, handkerchiefs, neck and sleeve edging, etc.

ALL WIDTHS ALL COLORS

ALL STYLES HANDSOME LACHTIES

Sold by the Remnant Only

See-Oh Table No. 5, Second Thoroughfare.

ICE CREAM PUFFS

DELICIOUS CONFECTIONS

This week's special at the Candy Store in Shepard's Ice Cream Puffs.

AT 29c A POUND

FLAVORS—Sourcream, mintgreen, lemon, chocolate, orange, etc.

See-Oh Candy Store, "dial Way" on the Thoroughfare

GOLD FILLED BROOCH PINS

59c EACH

A Novelty Usually Bringing 1.00

THREE PINS are set with dainty pearls, in a new square design, buckle only has effect.

SOMETHING NEW IN FARTHERS—We

are making an interesting collection of the Hamilton Patent Fartener. This unique device is an attractive thing to our jewelry store and you should see the numerous articles which have this patent arrangement, including Buckles, Brooch Pins, Coll Pins, Dainty Clasp Pins, etc. These articles are on sale at prices ranging from 25c to 5.00

See-Oh Jewelry Store, on the Thoroughfare.

PLAIN SILKMUSLINS

AT 19c A YARD

Henceforth 20c has been the universal price.

TWENTY OF THE MOST DESIRABLE SHAKES INCLUDING BLACK

See-Oh on corner of Wash Dress Goods Store, along the Thoroughfare

The Peoples Cash Store, **MAIN STREET,** **Rices Landing, Pa.**
REYNOLD'S BUILDING

Our Great White War Sale
Will Continue for the
Next Three Days.

BENNER, BEGG & GARVIN

1 Lot of Ladies \$5 and \$3.50
Pattern Shoes. Very Special
at Per Pair \$1.10.

Tomorrow Morning at 8:30 Starts

Our Greatest Sale of Embroideries

Greatest Because of Variety: Greatest Because of Values; Etc.

Over 1000 yards included in this great sale! Beautiful designs in embroideries, all over; embroidery, flouncing, embroidered skirt lengths, undercoats, undergarments, in all sizes in edging and ornaments, etc. To be worn Monday morning night after breakfast and get your share of these exceptional savings.

<p>10c, 15c Embroidery At Per Yard 1c</p> <p>One embroidery, edging and ornaments, from 1 inch to 3 inches wide. Splendid choice. 5 yards at 16c per yard.</p>	<p>18c and 20c Embroidery At Per Yard 10c</p> <p>Choice of each side, edging, ornaments and flouncing, widths from 1 inch to 6 inches. Very special at per yard 10c.</p>	<p>25c Embroidery at Per Yard 15c</p> <p>The "Maid" edging from 3 inches to 6 inches wide. Very dainty, all new designs. Extra special at per yard 15c.</p>	<p>40c and 50c Embroidery At Per Yard 30c</p> <p>"Sweet Home" and "Home Sweet Home" 18 inch wide. All new large collection of new 18 inch wide, and 24 inch wide.</p>	<p>75c and \$1.00 Flouncing At Per Yard 40c</p> <p>A select lot of flouncing, 24 inch wide, very dainty, beautiful, and plenty to choose from. Special at 40c.</p>
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Embroidery Flouncing, Special at 80c, 75c, 70c, 65c

Three big lots of embroidery flouncing; all 27 inches wide; all new designs; very dainty, and large; at per yard 80c, 75c and \$1.00.

***All-over Embroidery, Special at 75c and \$1.00**

Two big lots of all-over embroidery, 21 and 22 inches wide; no two alike, very pretty, elegant, and extra special at 75c and \$1.00.

See Large Window Display Today and Note the Many Money-Gains

New Wash Fabrics
New Dress Goods
New White Washings

New Gingham
New Flannels
New Dresses

New Skirts
Ladies' New Coats
Ladies' New Pumps

Monday will be the Last Day Miss McDowell, the Expert Corsetiere Will be With Us.

CHAPTER LII.

DRY CLEANING AND DYEING

DRY cleaners and dyers are not good advertisers as a rule. They spend a lot of time in doing fine work and trust to the work itself to advertise them. Eventually it might do so, but the best part of a lifetime might be spent in waiting.

The Chattanooga Dry Cleaning Company, Chattanooga, Tenn., used a full page for the advertisement reproduced with this chapter. In the original advertisement the large circles were printed in pink while the rest was printed in black.

This firm was bound that their business should be known and found it paid them well. There are two messages in this advertisement, one to ladies, the other to men.

The Ideal Laundry, Detroit, Michigan, makes a bid for the dry cleaning business in the right way. They talk about dry cleaning curtains, draperies, carpets and rugs. Most dry cleaners stick to the call, "Let us do

PROVE THIS-SEEKERS PROVE

Let Us Clean Your
Curtains, Draperies, Car-
pets and Rugs

Two large "Tweed" curtains, which if washed will greatly improve their appearance, and if sent to us for cleaning will give you a new curtain.

Before you put your carpets away for the winter, let us clean them. We will remove all dirt and grime, and leave them looking like new. We will also clean your draperies and curtains.

CLOTHING CLEANED

Please to send us will call for your cleaning, French Dry Clean shoes and more than call at a reasonable charge.

IDEAL LAUNDRY

Curtain Cleaning and Dry Cleaning
214-15 Lafayette - Branch 217 Main

your dry cleaning," but suggest no particular need for this class of work. The Ideal say, "You have 'wash' curtains which, if washed, will never regain their shape, but if sent to us to clean will retain their pristine



LADIES
YOUR FRIENDS SEND
US THEIR DRY CLEANING
WHY DON'T YOU?

OUR business has grown in leaps and bounds. Each week sees many new customers added to our list.

BUT WE WON'T BE SATISFIED UNTIL WE GET YOUR WORK

Let us do your next Dry Cleaning and WE GUARANTEE you, that when work is returned, it will surpass your fondest expectations.

Our method renews the life of your garment; it imparts to it, that freshness and newness so much desired. Don't discard your old gowns or skirts—send them to us and we will put them through our "fountain of youth" and when returned, you will have garments as good as new.

NO ODOR OF GASOLINE RETAINED IN OUR WORK

Our modern plant makes such impossible. This fact alone has sent us hundreds of customers. The old style cleaning plants do their best to do away with offensive odors—but under the old system it is next to impossible to get the smell of gasoline out of your garments.

So We Urge You to Let Us Do Your Work.

We know we can and WILL satisfy you. Don't Experiment—
 Do like hundreds of other Chattanooga ladies!

Telephone for Our auto to call or give it to one
 of The Chattanooga Steam Laundry wagons

MEN
WE ARE MAKING CIRCLES
AROUND THE DRY CLEANING AND PRESSING
BUSINESS OF CHATTANOOGA—

NOW, don't think we are egotistical when we make the above strong statement, but it is a fact and with just pride we tell you about it. We attribute the wonderful growth in our men's patronage to the painstaking and untiring care we give this class of work. We want every man in Chattanooga to remember

OUR MOTTO IS TO CLEAN EVERY GARMENT AS THOUGH IT WAS OUR OWN

In every department we employ only skilled workmen. They work with method and system. Each garment is cleaned and pressed as though the success of our plant depended upon the improved appearance of that particular garment. We never shrink—We never lose sight of the fact that we want you for a permanent customer.

Our Auto and the Wagons of the Chattanooga Steam Laundry
Covers Chattanooga Thoroughly Every Day

One of two of them was in your neighborhood this morning—and they will be there again tomorrow—and the day after, and so on. Think the matter over, seriously—then telephone for one of our men to call for your Suit or Vest or Odd Trousers. They will return them looking like new—yet the cost will be nominal.

Telephone Any Time

PHONES MAIN 781 and 667

CHATTANOOGA
DRY CLEANING COMPANY

TOM BYRNE, Manager

Central Office, 11 W. 8th St.

Plant, 107 E. Main St.

freshness." This will put ideas into the heads of housewives and will bring a response to the advertising.

The Chattanooga Dry Cleaning Company say they do the work as if it was being done for themselves, because they take a pride in doing good work. That is a sentiment that will appeal to many.

They also state that under the new process they use that there is no odor of gasoline left in the garments after it is cleaned. That is a point that will reach the person who has had clothing cleaned and found the odor so strong it was impossible to wear them.

There are so many things that can be dry cleaned that one hardly thinks of. It is up to the dry cleaning establishments to bring them to mind by advertising.

Then the usual objections to that class of work can be largely overcome by decided advertising that will allay all fears and put away all prejudices.

Dry cleaning advertising should be constant, with larger spaces used in the proper season for house-cleaning and for bringing out new clothing or clothing that has been laid aside for a time on account of changes in the weather.

CHAPTER LIII.

DRUG STORES

OF all retail establishments the drug stores of the United States and Canada should do the best advertising. They have a great deal of their advertising literature all ready prepared for them by the wholesaler. Booklets, leaflets, show cards, and many odd pieces are freely distributed to the druggist. Sometimes he uses them and sometimes he does not. If he intelligently uses the matter sent him, seeing that it is properly distributed and placed, he has the means of increasing his business at a very slight cost.

The druggist as a rule uses small spaces in the newspapers, but he does not use these spaces judiciously. Often he will allow an untimely advertisement to stand for weeks. With hundreds of advertisements all ready prepared for him he often prefers a simple business card that contains only one fact and that one that there is a drug store at a certain corner. He may think he is giving much information when he says he has pure drugs.

The advertising of the cut-rate drug stores is usually much more aggressive than that done by those who hold to more conservative prices. The former cut the profits in two, advertise largely and sell all the way from three to ten times as much merchandise, make in the end more profit, make friends with the public and enemies of the other druggists.

The writer does not favor one style more than another in giving his views on the subject of advertising. The cut-price drug store has a field of its own and so has the other fellow. The one caters to the masses, the other to the classes. The one is aggressive while the other is conserva-

tive. The one is always in the limelight in as sensational a manner as possible, while the other remains in the background in dignified silence.

The advertisement of the Haag Drug Store is an example of the cut-rate type of drug advertisement. It is usually merely a price list, but prices are powerful stimulants to trade.

Kingston, Denison, Texas, has a well-displayed advertisement of their ice cream soda. The drug business has expanded so in late years that in reality it is a miniature department store. There are the drugs proper, then the patent or proprietary remedies. There are perfumes, soaps and toilet articles; leather goods, stationery, cut flowers, fireworks, novelties, lunches, ice cream soda and other light drinks, and cigars and tobaccos. With all these departments, and in some cases, many more, it is not surprising that some druggists make money. Those who do are the good advertisers.

**The Chocolates
that Captivate
the Girls—Cadbury's**

There's no comparison between Cadbury's and the common chocolates. Cadbury's have the quality look, the quality taste and are the quality kind. Girls are so quick to notice the difference in chocolate and to give Cadbury's means a new sensation, a realization of the fact that these chocolates express the ideals of the giver, the taste of the recipient and the standard of the store as no other chocolate can. The very package speaks louder than words then to open the package you behold something decidedly pleasing every piece wrapped separately by machinery insuring all the deliciousness retained from the factory to the lips. 10c to 75c per package. Look for the sign that says:

The Two Macs
NEW DRUG STORE
148 Great George Street

**SATURDAY
CANDY
SPECIAL**

Reymer's
Caramels
39c a pound

Reymer's
Chocolates
"Takhoma"
Round Boxes
25c.

COON & SCHEU
Druggists

109 S. Main Street.

**To Protect Your
Complexion**

**AGAINST SUMMER'S
HEAT AND WINDS**

The Owl provides all the best lotions and preparations made. Freckles, sunburn and tan need never trouble the complexion of the fair ones with these many preparations within their easy reach, for if you can't come in person a letter will bring you just what you want, for the Owl keeps them all and all of them at Cut Rate Prices.

**The Owl CUT
RATE Drug Store**
920 Main Street

SOAP

Pure, sweet scented Soap with fluffy lather—the luxury of toilet and bath—this surely appeals to your feminine instincts. We have soap in every convenient form—oblong cakes and oval cakes—square cakes and round cakes—fancy and plain—imported and domestic. No store in the whole West can offer such a variety at such astounding prices. It's merely another case showing the Owl's way of getting bargains for the beautiful women of this proud city. Look over this line and see what we offer.

THE OWL DRUG STORE
60 MAIN STREET

The Gordon-Mitchell Drug Co. give quite a readable talk in their cigar advertisement. This is far better than merely mentioning the name of a cigar, the price and saying "The best on earth," or "For men who know," or some such rot.

Coon & Scheu offer a Saturday special in candy. The Two Macs go farther and give reasons why Cadbury's chocolates captivate the girls.

J. Fred Gibson Co. has an attractive name-plate and uses it instead of a catch phrase at the top of the advertisement reproduced. This is another cut-rate or semi-cut-rate advertisement.

The Owl Cut Rate Drug Store, Kansas City, Mo., use splendid advertisements. These are prepared by an expert and show the master hand. All drug stores cannot take their troubles to the professional

J. FRED GIBSON CO.

Westminster at Dexter Street.

Insecticides

Japanese Moss Camphor, pound	25c
Sulphur Candles, 2½ lb. 10c-1 lb. 15c	
Refined Gum Camphor, pound	60c
Aromatic Cedar, Lavender, box	1.00
Flake Naphthaline, box	5c, and 10c
Naphthaline Balls, box	5c, and 10c
Dalmatian Insect Powder, pound	50c
Peterman's Roach Food	10c, and 25c
Peterman's Discovery	15c, and 25c
Roach-Sault	10c, and 25c
Electric Bug Killer	25c
Gibson's Bug Killer	25c
Camphor Moth Powder	75c
Camphor Oil Soap, pound	75c
Coccarina, pound	6c-6 lb. 25c
Chlorine Lime, per package	5c, 9c, 13c
Solution Chloride Soda, quart	25c
Solution Corrosive Sublimat, pint	25c
Solution Carbolic Acid, pint	20c

CIGAR SPECIALS FOR SATURDAY

NO. 1.	NO. 2.	NO. 3.
1 HOFFMAN MOUSE	1 LE MAMMETHA Pyrénées	1 KING BIRD Londres
2 MACISTONIA Bouquet	2 DIADOME Victoria	2 HAYANA Londres
3 GEE. GUY Londres	3 KOLLOLO Congo	3 MANILA Londres
4 JUDGE BRYNE Pyrénées	4 LE BAPTE Bryne	4 BETTY BAY Congo
5 JUDGE BRYNE Jockey Club	5 BRYNE Congo	5 BRYNE Congo

390

'ON SALE AT

5 WILMINGTON ST.
170 WESTMINSTER ST.

343 WESTMINSTER ST
1348 WESTMINSTER ST

A SAMPLE OF PRICES AT HAAG'S

50c Tis (for sore feet).....	19c.	3 for 50c	50c Pape's Dypyrpeta Tablets.....	39c.	3 for \$1.00
50c Talcum Powder.....	19c.	3 for 50c	50c Stuart's Dypyrpeta Tablets.....	39c.	3 for \$1.00
50c Tooth Pastes (all kinds).....	19c.	3 for 50c	50c Dean's Kidney Pills.....	39c.	3 for \$1.00
50c Tooth Powders (all kinds).....	19c.	3 for 50c	50c Dean's Kidney Pills.....	39c.	3 for \$1.00
20c Tooth Brushes (guaranteed).....	10c		50c Williams' Pink Pills.....	39c.	3 for \$1.00
30c Tooth Brushes (guaranteed).....	25c		50c Chase's Nerve and Blood Tab. 30c.	3 for \$1.00	
50c Pyramid Pill Pure.....	39c.	3 for \$1.00	50c Carter's Little Liver Pills.....	39c.	3 for \$1.00
50c Pyramid Pill Pure.....	39c.	3 for \$1.00	50c Carter's Little Liver Pills.....	39c.	3 for \$1.00
\$1.00 Pinkhead's Vag. Comp.....	74c.	3 for \$2.00	50c Sal Hepatica.....	19c.	3 for 50c
\$1.00 Caldwell's Syrup Pepsin.....	74c.	3 for \$2.00	50c Bromo Quinine-Laxative.....	19c.	3 for 50c
\$1.00 Scott's Emulsion.....	74c.	3 for \$2.00	50c Bromo Salsler.....	19c.	3 for 50c
50c Swamp Root.....	74c.	3 for \$2.00	50c Death Dots.....	19c.	3 for 50c
50c Phillips' Milk Magnesia.....	39c		50c Petermann's Roach Food.....	19c.	3 for 50c
50c Cuticura Balm.....	39c.	3 for 50c	50c \$7.75 Horlick's Malted Milk.....	\$2.98	
50c Cuticura Balm.....	39c.	3 for 50c			
\$2.75 Horlick's Malted Milk.....	\$2.98				

HAAG DRUG STORES

802 Massachusetts Ave.

Corner College
434 Main St. Boston

47 Virginia Avenue
Near Bolmore St.

Our way is to serve crushed fruit in every one we make. You don't have to call for it, or ask for a little more.

Most dispensers use flavored syrups and only put in the fruits when called for.

We don't want to see how cheap we can serve a drink. It is how good.

You will appreciate our efforts after you try one.

KINGSTON

Slaves you ever brought in here at Gordon-Fitchell's? If you haven't it will pay you to give us just one trial, and we will be sure of becoming a permanent customer. We have a new counter in each of our stores at the New York Convention, and we are in constant demand in many of the most important dining and you will be pleased with the service you will receive. We have a large stock of goods with hampsters, rabbits, etc., etc., so that you are sure of getting your share in this, and you will be able to make a profit. Let's let a tell you of some excellent brands of cigars and tobacco that we are pleased to

El Fero Cigars—A delightful
cheap Havana cigar, with a
great favorite taste winning
most critical smokers. Inter-
estful smoke. and up
25c.

Beaver Cigars—The best, de-
licious cigar I have ever
smoked. It is a favorite with
all smokers of this cigar. In
buying this cigar we did not
know it was the best. It was
the best we could get and then
made the price as low as pos-
sible. For have never smoked
its equal at 25c.

Cinch Cigars—Equal to many 10
cent cigars, at all five "big
counters" 6 for 25c

El Fero Little Cigars—Two in a
package. A short, cool smok-
er. 25c

Good Smoking Mixture—A
nice cool mixture. Always a
favorite. 25c. In five 20c

40c and 50c.

Gordon-Mitchell
DRUG CO.

In advertising a drug store, the newspapers can easily be used to advantage when remedies carried in stock are being advertised by the wholesaler. Space of two lines could be bought under such advertise-

ments, and an advertisement stating: "—— and —— for sale at Blank's." The drug manufacturers are great advertisers and provide the retail druggist with millions of dollars' worth of advertising matter, samples, etc. These should all be used as advantageously as possible. Window displays are very valuable to the druggist. These should be timely and in season.

CHAPTER LIV.

FLORISTS' AND SEEDSMEN'S ADVERTISING

THE florist can advertise profitably all the time, while the seedsman will hardly find it profitable to advertise between planting seasons. Weldon & Weldon, Watertown, N. Y., supply us with the usual type of seedsmen's advertisement. As a general thing most people know where the seedsmen's stores are located. The farmers of the locality do at any rate. Then the course for the seedsman to follow would be to advertise seeds that are not commonly wanted and create a demand for them.

The Livingston Seed Co., Columbus, O., advertise "Christmas Greens" and other Christmas decorative materials. This advertisement has too much spread, too much display. The half-border effect declares its seasonableness.

There are many seasons when cut flowers may be sold. In the advertisements of Knoble Bros., there are noted two seasons when flowers are required. Strangely enough, one of these advertisements offers flowers for the dead while the other two refer to flowers to commemorate the resurrection morn.

The florist can offer cut flowers at any season. Perhaps in late summer and early fall there will be less demand, because of the abundance of flowers grown in private gardens, but even at that time there is a good sale for rare flowers.

During the social season the demand for cut flowers and potted plants for decorations is always great. Advertising will increase this demand.

If a florist will keep posted as to the new fads in flowers at the large events in the large cities and offer the same flowers in his home town, he can increase the demand for those flowers without injuring his regular trade in standard blooms.

The florist and seedsman should do far more local advertising than they do. It would pay.

FLOWERS OR FUNERALS

Knoble's Sprays for
\$3.00 and Wreaths
for \$5.00 cannot be
equaled anywhere.

Out-of-town people can safely
order by phone and we
will guarantee delivery.

KNOBLE BROS.

Florists

1836 W. 25th Street
Cuy. Cent. 5175, Bell West 78



NOTHING SWEETER OR PURER THAN AN EASTER LILY

Nothing more
appropriate as a
gift — nothing
that would bring
more real joy to a
friend.

Then there are
azaleas, ramblers,
hyacinths, roses,
daffodils, rhododendrons, tulips—
some cut, some
potted

VIOLETS

Our special \$1
box of cut flowers
will be extra
choice.

Phone orders
filled — Order
early. We deliver
anywhere.

Knoble Bros.

1836 W. 25th



Grass Seeds for Lawn and Farm.

Who needs a specialty of this kind?
Business and man supply you with every
thing in the line.
We also carry a complete line of
animal feedstuffs, including fine
ground bone for making the very best
lime as a soil order.

**WELDON &
WELDON**

It Won't Really Be Easter Without Flowers

Of all times of the
year, Easter is the time
for flowers.

There's someone whom
you desire to wish a joy-
ous Easter—send a box
of our cut flowers—or a
potted plant—but place
your order early.

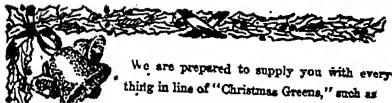
**Lilies Azaleas
Rhododendrons Hyacinths
Daffodils Beauties
Tulips Ramblers**

We deliver anywhere
and fill phone orders.

Knoble Bros.

1836 W. 25th

Near Bridge-st.



We are prepared to supply you with every
thing in line of "Christmas Greens," such as

**Delaware Holly, Christmas Trees,
Mistletoe, Boquet Green,
Festooning, Laurel, Smilax, Etc.
Holly Wreaths a Specialty,
Christmas Bells,**

And other paper novelties of all kinds.

Cut Flowers and Blooming Plants

Of every description, the very finest, and with prices to
suit every one. With our perfect delivery system we can
supply your wants on time, and our established motto holds
good, "Nothing but the Best at Livingston's."

The Livingston Seed Co.

Bel. Phone 682.

114 N. High St.

Auto 2892.

CHAPTER LV.

FURNITURE

IN the larger cities the furniture business has been taken out of the hands of the exclusive dealer almost entirely. The department stores all have large departments where furniture is sold. Their largest competitors are the "credit" furniture firms who handle everything in household furniture from a tin pan to a parlor suit. These latter firms have absorbed a goodly portion of the exclusive hardware merchants trade in kitchen utensils, stoves, cutlery, etc.

W. H. COOPER & SON

It is Furniture values you want—Come Here. If you're looking for the newest things in Furniture—Come here. If you wish to select Rugs from a splendid collection—Come here. If you want your home fitted with the BEST in Furniture and everything cosy and bright, by all means—Come HERE.

W. H. COOPER & SON

ROCKERS



50 of them in finest quality Italian reed will go on sale. Large, comfortable, durable, for

\$2.97

LORD

111 RIDEAU ST. The Furniture Man. PHONE 1732

But in the smaller cities and larger towns, there are still a large number of furniture houses which handle only furniture and carpets, rugs and draperies. It is for these this chapter is written.

The exclusive dealer in furniture is usually a poor advertiser. He believes in advertising because he uses large space in the newspapers, but he does not appear to grasp the possibilities of the proper use of that space.

W. H. Cooper & Son ask a few questions and answer them. It is a sure thing that every one wants good values when they buy furniture; they also want to select from as large an assortment as possible. But these things should be implied instead of being stated in this manner. It is better to tell something about the furniture than to say this same thing over and over again.

Lord, Ottawa, Ont., in his rocker advertisement, implies that the best values in furniture can be had at his store by offering a rocker at a low price. This style of advertisement, the one-thing-at-a-time style, will produce more results than all the generalities that W. H. Cooper & Son can conjure into type.

FURNITURE

The Washington Furniture Co. have a better advertisement than that of W. H. Cooper & Son, although it is far from being perfect. This advertisement should have told a great deal more about the furniture that are being offered at these attractive prices. It pays as much as is necessary to make people curious and anxious to see the article. Then they will go to the store advertising those values.

S. A. Luke, Ottawa, Ont., tells the good people of Canada that they all need furniture, artistic furniture at that, on the installment plan. While there is nothing wrong with the telling, could the space be used in a similar manner to that of Newman's? "Cash or Credit," ought to tell the story told in this who's who.



Real Leather Couches at..... \$18.50
 Chase Leather Couches at..... \$12.50
 Best All-wool Ingrain Carpet at..... 65 cts
 Don't pay more uptown!
Washington Furniture Co.,
 Bell Phone 441-R 175 S. Main Street
 THE STORE THAT SAVES YOU MONEY.

Artistic Furniture Easily Procured

The installment method of buying furniture makes the furnishing of a home, whether it be mansion or cottage, a very easy matter. The salaried housekeeper who derives his income on the weekly or monthly basis can have as beautiful home surroundings as the wealthy with invested incomes, by coming here for it, and paying according as he is paid. Dwellers of the most sumptuous homes in Ottawa, as well as the less pretentious patronise this store, confident of satisfaction from every standpoint. **CASH OR CREDIT.**
S. A. LUKE, 59 and 61 Rideau St.
 METROPOLITAN HOUSE FURNISHER.



OH! MY HO

I Have Certainly Done Well!
Four Rooms Complete for \$150

This included all floor coverings, see the picture the dining parlor table, the comfortable rocker, and the high-grade rug—the other rooms are equipped with five pieces in the bedroom, five-piece dining-room and kitchen outfit.

We Are Also Offering an Extra Fine 4-Room Outfit for \$3.50 a week in all we ask for this.
 Consists of the same number of pieces, quality, and the carpets are of higher grade.

NEWMAN
 MISSION, COR. 18TH STREET

Newman's, San Francisco, Cal., advertise in much the manner all installment outfitting stores do. This advertisement shows one of the big features of this class of advertising—the fitting up of a room or a number of rooms complete for a certain sum. "Four rooms fitted complete with furniture and carpets at \$150 and only \$2 per week to pay"—who wouldn't get married?

One of the leading features of modern furniture dealers' advertising is the "leader." This may be some cheap article or it may be a really meritorious article offered at a specially low price. The favorite leader with some of the credit home-furnishers is an article of kitchen ware that is offered at a fraction of the ordinary cost. A large number of these are offered for a certain day, or a certain hour in a certain day. This usually brings a crowd and among this crowd there are many who are induced to look around. Often immediate sales are made and very often new customers are made acquainted with the store and are induced to return and make purchases at some future time.



June Brides

We've a Message for You---It Concerns the Furnishing of Your Home.

It's the first little home you've furnished, and it's to be a great pleasure.

You've ideas how you want it, and where best to carry out your house ideas is your puzzling question, isn't it? The question needn't be puzzling—the carrying out of your home ideas needn't bother you one single bit if you'll come to the Hall-Ekfelt Furniture Store. We're here to carry out your home ideas—we're here to serve you well and faithfully—you can come here with absolute confidence in us—our goods and our prices; That's the sort of a store you've in mind, isn't it? And will answer that puzzling question if you'll but let it. Are you going to do it?

Hot Weather Suggestions

Refrigerators \$9.50 to \$30.00
 Gasoline and Perfection Oil Stoves \$3.00 to \$16.00
 Porch and Lawn Furniture, Swings, Chairs and Settees.
BUCK'S WHITE ENAMELED GAS STOVES

Hall-Ekfelt Furniture Co.

Homes Completely Furnished

—the "Standard way"—

 means "easy to buy, easy to pay"—
 —a short but important

Friday special

story told by a picture and two figures



—being in a person, no telephone, C. B. D. or mail orders taken; with
 not in delivery; see to easily carried, here sold to dealers.

Standard Furniture Co.
L. Schoenfeld & Sons
 1006 to 1016 First Avenue

Sander & Recker's

OUR ANNUAL SALE OF SUMMER FURNITURE

More of this popular furniture shown here than anywhere in the state. Will stand all kinds of weather. Our prices are always the lowest. Here is one example:



THE BEST Old-Hickory Furniture
\$3.50
 for this genuine Andrew Jackson rocker. Large, durable, comfortable.
Arm Chairs to Match \$3.00

50 Mission Swings

We have only 50 of these high-grade mission swings left. Your last opportunity to secure one. Regular \$4.00 **\$2.45**

Sander & Recker Furniture Co.

219, 221, 223 East Washington Street

XMAS GIFTS



—Genuine, best of material, constructed in perfect harmony with the best of the better class, being more valuable for their price and appearance than any other furniture of the kind.
 New York Furniture Exchange
 100 Broadway, New York, N. Y.

IRON BED OUTFIT

Including Iron Bed, Spring and Mattress

\$1.50 Cash, 75c a Week



This outfit consists of a handsome iron bed—exactly as shown in picture—new and pleasing design, made especially for extra strong and rigid and richly enameled; also good heavy wire spring and excellent mattress; total value \$14.50. **\$9.75**

On easy terms of \$1.50 cash and 75c weekly. At the special low price of...



\$1.50 Cash 75c a Week

\$17.50

May & Co.

609.50 Cash or 10 Wks.

—230-241 NORTH HIGH STREET—

Hall-Ekfelt Furniture Co., Ottumwa, Iowa, advertise to the June brides, and their husbands, in a way to attract attention and gain confidence:

"It's the first little home you've furnished, and it's to be a great pleasure." That is not good English. It might have read:

"It's probably the first home you are furnishing, and it's going to be a great pleasure to you to select your furniture and decorations."

If the little home is already furnished, the Hall-Ekfelt Furniture Co. would have but little show. It's because it is to be furnished that they call attention to their offerings.

The illustration and border as well as the style of display is worthy of careful study by the advertising student. Is is distinctly a good advertisement.

L. Schoenfeld & Sons, Seattle, Wash., advertise a jardinier stand as a leader for Friday. One thousand of these ten-inch top, solid oak jardinier stands will be carried throughout the city, for none are delivered, no mail order or C. O. D. orders taken. These little bargains make talk about the store offering them as well as induce a large number of persons to enter the store perhaps for the first time.

The furniture dealer should hold frequent special sales. These may be annual, semi-annual or occasional as the case may be. He, like all other merchants, is not an infallible judge of the public's fancy and makes unwise purchases. These goods must be sold and it is usually easier to sell this class of goods when there is a "hurrah, boys! get them sold" feeling in the store. The price must be cut in any case and it is well to let the public know that prices are being cut.

The Sander & Recker, Indianapolis, Ind., advertisement is a good specimen of some of the smaller advertisements used in exploiting special sales. The illustration proclaims this a furniture advertisement at once. All interested in furniture will read it.

Beside the fact that Old Hickory Furniture and Swings are being offered at these low prices, the reader absorbs the idea that all furniture is being offered at equally low prices.

May & Co., Columbus, Ohio, advertise iron beds and extension tables in an attractive manner. This is the proper method to pursue in advertising furniture. Each item is taken up separately, even if there should be a dozen that are being advertised at one time. In this case there are but two and any one interested in either of these articles would be sure to read the May & Co. advertisement.

The New York Exchange Christmas advertisement is much more likely to pull because a suggestion is made that might bear fruit. A rocker for a Christmas gift—then come here, \$7.75 upwards for a choice.

Furniture of one class or another is always in demand. Furniture becomes old and shabby, it gets broken; new homes are being furnished by the "Newlyweds." There is then no reason why the furniture stores should not keep up a continuous advertising campaign. It only remains

for the advertiser to select the class of goods that are most suitable for the season.

What people look for now is a direct business proposition. "I will sell you so and so for so much." That should be the story of the retailer's advertisement whether he sells furniture, shoes or groceries.

*The Furniture and Carpet
House of Kansas*

**Give something useful
—a library table!**



Furniture is a gift that will not be gone the next day, the next week or the next month after Christmas. It will remain in the home year after year—a lasting reminder of the happiness, good will and good wishes it brought with it Christmas, 1908.

We have a larger stock of gift Furniture this year than ever before—worthy, honestly-constructed Furniture, that you can rely upon to give full service in the years to come. Take Library Tables, for instance: There are sixty-nine styles of them ranging in price up to \$67.50.

The one pictured above is a special number we bought for Christmas selling. It is a splendidly made Table of thoroughly seasoned oak, finished in Early English. The top is 24x36 and has a full-length drawer underneath. It is a Library Table that we would ordinarily sell for \$7.50. As long as a dozen of them last,..... **\$4.39** they will be.....

The Duntley pneumatic cleaner

The simplest, most practical machine of its kind. It affords the best method by which a room can be kept perfectly clean—walls, ceiling, woodwork, floors, furniture, upholstery and carpets. It is now being demonstrated by an expert in our Carpet Department.

The Crosby Bros Co.

Railroad Fare Refunded to
Out-of-town Buyers

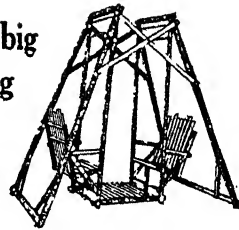
**What Shall I
Give Him ?**

LADIES, this matter can be easily settled if you come to Hallam's.

Our Furniture Novelties are the substantial kind that men appreciate.

HALLAM'S XMAS HEADQUARTERS
Liberal Credit Extended

**This big
Swing
only
\$6**



You'll want one of these fine swings on your lawn Sunday; better have us set it up tomorrow. They're made from clean lumber, free from knots and other defects; bolted throughout, not nailed; full nine feet high; handsome, strong, good; the best swing tin to be.

**Vance-FitzGibbons
Furniture Company**

314-316 Van Buren Street

The Crosby Bros. Co. take advantage of the fact that many people buy furniture as Christmas gifts. This is a clean-cut announcement that should attract buyers. "Give something useful" is a splendid thought to put into the heads of buyers at this season.

There is one thing about this advertisement that marks it of a high grade and that is the remarkably good display.

The name-cut is an excellent one.

Railroad fares refunded to out-of-town buyers should attract this class very strongly.

Hallam's Christmas advertisement has but few good points. The advertisement fails to answer the question it raises in a very satisfactory manner. Why not mention several items that would be suitable? There are a long list from easy chairs to library furniture that could be made to look like very suitable Christmas gifts for a man.

Vance-FitzGibbons Furniture Company, Joliet, Ill., believe in the one-thing-at-a-time style of advertising. Is not this a convincing advertisement—one that will attract the attention of all home-loving people? The advertisement of this swing will have sold for this firm many dollars' worth of other kinds of furniture as well.

CHAPTER LVI.

GAS AND ELECTRICITY

FOR a good many years the advertising of gas and electric light companies was done almost entirely by personal solicitation. Once in so often the local manager would stir himself about and make a few personal visits, recommend the use of gas or electricity for lighting, take a few orders, draw his head into his shell and there keep it for months or years.

If any new business came their way it was because it could go no other way. New buildings had to be lighted and they sought out the gas or electric light companies according to their preferences.

A little rivalry sprung up when the incandescent light was introduced, but it did not produce much advertising. That came later with the introduction of the new gas lamp. The use of the mantle in a gas lamp brought forth the present era of advertising among gas and electric light companies. Even then it was not the light companies who saw the possibilities of publicity, but the lamp manufacturers. They really started the ball rolling and it has been rolling ever since and like the snowball has been growing larger the longer it is rolled.

The first advertising done by the gas and electric light companies was of a more or less general character. The advertisements consisted of mere business cards left standing sometimes for months at a time.

When the gas companies began to handle gas lamps, gas fixtures, gas stoves, etc., advertising became an absolute necessity, because they were then competing with hardware merchants, department stores, supply houses and others who were advertising. Competition compelled the old light companies to come forth and advertise. Advertising has helped to build many of these properties into immense corporations.

Some of the advertising done by these companies today is on a par with much of the advertising done by the country retailer a few years ago. Take the advertisement of the Buffalo Gas Company. The cut is one of those old-fashioned syndicate affairs which have been out of date for years. The headline is rather startling but misleading. It might even give the reader who is skimming over the pages an impression that the brave soldier is guarding an ice chest instead of a stove.

The Springfield Gas Light Co., Springfield, Ill., use an attractive illustration, but do not make a very attractive proposition. It is altogether too bad that they did not give more particulars. Most persons want to get all the information they can about a proposition before investing their money.

The Humphrey Gas Arc advertisement of the Spokane Falls Gas Light Co. is one of modern excellence. The lamp is illustrated. A shaded oval holds the advertisement together. The advertisement covers only one point, but that is an all-important one in lamps—amount of light it will give. The Humphrey people have done a lot of excellent advertising and there are few towns or cities that they have entered with their advertising that are not paying large tribute to them in the way of profits.

In contrast with the above we have the advertisement of the Troy Light Co., Troy, N. Y. Here we have a pitiful appeal from an old-fashioned company which finds the newer, younger and more modern stores taking its trade away from it. What else can you make out of it?

It is in the worst of taste and indicates clearly that this company do not know the first principles of advertising.

The method to be pursued when another firm appears to be "eating into one's trade" is to be more progressive than they. Come out strongly and assert the values being offered. Make them appear stronger than they are by a neat play of words. But, don't whine.

The very best gas advertising that has ever come under our notice is that done by The Public Service Corporation of New Jersey, Newark, N. J. These are not only attractive and clever, but are sensible, pointed and educational.

Gas is not a commodity that any one will buy. There are certain conditions that must be met before they can have any use for gas. The house must be piped before it can be used as light or fuel. Thousands of houses are piped for gas where the occupants only use it for lighting purposes. These are the ones that the gas company can find it profitable to advertise to. These are the ones that are to be induced to buy a gas stove and reap the benefits. Special lamps, such as the reading lamp, comes in for a considerable amount of publicity. The gas water-heater has of late been strongly advertised.

Electricity is a thing that can be more easily installed than gas. That is it can be put into houses already built with but little defacement of the walls and decorations.

The advertisement of Joseph Horne Co., Pittsburgh, Pa., should have sold many new light fixtures. The prices seem to be as attractive as the display, which could not be improved upon.

Store Opens 8 A. M.

Penn Avenue at Fifth

Monday, Feb. 13, 1911

Store Closes 5:30 P. M.

JOSEPH HORNE CO.

Sale of Electric Illuminating Lamps

We are the Pittsburgh agents for the Duffner and Kimberly Company of New York, manufacturers of the finest electric illuminating lamps and fixtures.

Their New York factory suffered from fire which made necessary the immediate removal of their plant. When the stock on hand was released by the insurance adjusters it was bought by this store at prices that will mean actual savings of as much as half. The stock on hand was not large but it was fine and the goods are totally undamaged by fire or water, due to the fact that the stock on hand was in a part of the factory not affected by the fire.

This sale starts Tuesday and will continue until the lamps are sold, but as the assortments are not large, immediate action must be taken by any who desire to obtain a certain lamp, since the demand will undoubtedly be instantaneous.

We have demonstrated the beauty of Duffner and Kimberly Electric Lamps and Shades in our Salon of Illumination. Their superior craftsmanship is well known to hundreds of people. The lamps in this sale are identical with the ones that you have seen here in the past year.

Leaded, Yet Luminous Domes

There is no bluish shadow above to distort the room and hurt the vision.

There's domes appeal to workmen and decorators.

Two No. 3008 lamps—dark green finish, green, red and brown leaded shade. Regularly \$17.00, sale price.....**\$15.00**

One No. 3101 lamp—dark green, blue, dark green finish, green and blue and opal leaded shade. Regularly \$40.00, sale price.....**\$39.00**

One No. 3212 lamp, regular, dark green, "pink" blue-green, and orange leaded shade. Regularly \$210.00, sale price.....**\$190.00**

One No. 3301 lamp regular, yellow brown, amber and green leaded shade. Regularly \$115.00, sale price.....**\$75.00**

One No. 3414 special lamp, No. 3011 lamp, pompadour finish, blue, opal and green, leaded shade. Regularly \$50.00, sale price.....**\$50.00**

Three No. 3012 shade lamps, pompadour finish, green leaded shade. Regularly \$18.00, sale price.....**\$18.00**

One No. 3013 lamp, dark green finish, green, orange, red and pink leaded shade. Regularly \$60.00, sale price.....**\$49.00**

Three No. 3013 lamps, pompadour finish, green, blue and purple leaded shade. Regularly \$50.00, sale price.....**\$50.00**

One No. 3014 lamp, pompadour finish, blue, amber and green leaded shade. Regularly \$30.00, sale price.....**\$30.00**

One No. 3017 lamp, dark green finish, green leaded shade. Regularly \$54.00, sale price.....**\$30.00**

Three No. 3018 lamps, pompadour finish, green and amber leaded shade. Regularly \$40.00, sale price.....**\$40.00**

Three No. 3021 lamps with No. 3211 shade, pink and white. Regularly \$60.00, sale price.....**\$50.00**




Six Typical Styles

Are Illustrated

All Are Beautiful







No. 3009
Six typical electric lamps, pompadour, or dark green finish. Regularly \$15.00, sale price.....**\$15.00**

No. 3008
One lamp, yellow brown finish, amber, green and blue leaded shade. Regularly \$40.00, sale price.....**\$40.00**

No. 3011
Two lamps, dark green and yellow brown finish, amber and green leaded shade. Regularly \$27.00, sale price.....**\$27.00**

No. 3007
One lamp, green and yellow brown finish, green and opal leaded shade. Regularly \$30.00, sale price.....**\$30.00**

No. 3018
One regular lamp, pompadour finish, orange, green and opal leaded shade. Regularly \$22.00, sale price.....**\$65.00**

No. 3010
Eight lamps, pompadour finish, red, green and amber leaded shade. Regularly \$27.00, sale price.....**\$27.00**

Our \$10.00 Lamps

Better than many lamps sold in Pittsburgh for \$20.00. Simple in line but rich with amber finish. Only a few of them available this week.

Two No. 3012 ceiling lamps, pompadour finish, blue and green leaded shade. Regularly \$22.00, sale price.....**\$54.00**

One No. 3010 dome, green leaded shade. Regularly \$80.00, sale price.....**\$80.00**

One No. 3010 dome, pompadour finish, green leaded shade. Regularly \$150.00, sale price.....**\$75.00**

Three four standards with No. 3011 domes, pompadour and yellow brown finish, amber, brown and opal, also amber and green leaded shade. Regularly \$115.00, sale price.....**\$75.00**

Three No. 3005 ceiling fixtures, dark green finish, green and leaded shade, also amber and ivory, ivory and green. Regularly \$115.00, sale price.....**\$75.00**

Two No. 3015 dome, pompadour finish, green and opal leaded shade. Regularly \$16.00, sale price.....**\$22.50**

Twelve No. 3018 lamps, special lamp, pompadour finish, open w. closed top, red and amber or orange, green and amber. Regularly \$12.00, sale price.....**\$7.00**

One No. 3010 dome, pompadour finish, leaded shade in opal and amber with ivory. Regularly \$30.00, sale price.....**\$30.00**

One No. 3012 dome, pompadour finish, leaded shade in opal and amber with ivory. Regularly \$36.00, sale price.....**\$36.00**

One No. 3012 dome, pompadour finish, amber and brown leaded shade. Regularly \$40.00, sale price.....**\$40.00**

One No. 3011 dome, pompadour finish, green leaded shade. Regularly \$42.00, sale price.....**\$42.00**

One No. 3017 dome, yellow brown, amber leaded shade. Regularly \$48.00, sale price.....**\$48.00**

One No. 3009 dome, yellow brown finish, amber and green leaded shade. Regularly \$50.00, sale price.....**\$50.00**

A Group of 30 Lamps at One Price

Regularly \$21 to \$30 Each

Choice for

\$13.50

No. 3005—Green and amber leaded shade.
No. 3005—Amber leaded shade.
No. 3005—Green and blue leaded shade.
No. 3005—Green, amber and purple leaded shade.
No. 3005—Amber leaded shade.
No. 3005—Dark green leaded shade.
No. 3005—Amber leaded shade.
No. 3005—Green and amber leaded shade.

No. 3009—Amber and pink leaded shade.
No. 3009—Green, amber and opal leaded shade.
No. 3009—Green leaded shade.
No. 3009—Purple and green leaded shade.
No. 3009—Amber and brown leaded shade.
No. 3009—Amber and brown leaded shade.

With the advent of new household articles that use electricity, such as hot plates, warming pans, heaters, cookers, etc., there has been an improvement in the advertising of these fixtures. They are being advertised as articles of utility, and the campaign must be more or less educational. The want must be created before it can be filled.

CHAPTER LVII.

GROCERIES AND FRUITS

THE grocer is doing far more advertising these days than ever before. And furthermore, it is far better advertising. As time progresses and he learns the value of timely advertising, he will do still more of it and do it better still.

A great deal of the advertising done by some grocers has degenerated into a mere bargain list that suggests to some of us that all is not strictly fresh. Prices have their place in the grocer's advertising, but the bargain idea should never be allowed to suggest inferior wares.

Quality should be the keynote of all advertising of all kinds of foods. It should be educational to a large extent, telling the housewife how to distinguish between the good and the inferior brands. It should be given a tasty and appetizing flavor by the use of dainty borders and fancy display and illustration. Food values should be taken up; variety should be suggested; little known goods should be advertised. Fresh arrivals of all classes of food-stuffs make interesting advertising. At all times the advertising should be seasonable. Vegetables out of season and early fruits give materials for good seasonable advertising.

The grocer should present his wares at as timely intervals as possible. Fresh vegetables in season and canned vegetables and fruits in their season—Lenten goods in Lent and fancy groceries at their proper time. Freshness and cleanliness should always be suggested by frequent and regular changes of advertisements.

The advertising of a few things at a time should be adopted by the grocer and carried out all the year around. Timeliness, cleanliness, freshness and seasonableness should characterize all the advertising of food-stuffs.

E. C. Tade, Decatur, Ill., makes a good bid for the grocery business of Decatur. The idea of giving prominence to some seasonable line and offering special values in others is well worked together in this advertisement. "We never lower the quality; it's always the price," would make a good catch phrase for a grocer catering to the masses.

POTATOES

65 Cents Per Bushel

5 Bu. or More 65c Per Bu.

These potatoes are fine Michigan potatoes—the kind that every house wife will appreciate. Each bushel contains four full pecks.

Again we wish to remind you of our high grade groceries. It means economy for you to send us your orders. We never lower the quality, it's always the price. Note below a few money savers for today and Wednesday. There are many more here.

10 lbs. Lemax Soap	25c
7 bars Old Country Soap	25c
8 lbs. Bulk Starch	25c
1 lb. regular 25c Macs and Java Coffee	25c
1 lb. high grade Imperial tea, special price	25c
6 cans Lincoln Park sweet corn	25c
6 lbs. Santa Clara Prunes	25c

Call or telephone. Your order will receive prompt attention.

E. C. TADE

1117 N. Water St. Both Phones.
GERBART BLOCK.

The advertisement of the James Butler Stores shows how a store reaches the masses by means of leaders. It is pretty generally recognized that people who go into a store to buy specially underpriced articles usually buy something else, either because they happen to see it there or to make believe they did not come on purpose to secure the specially advertised, low-priced article.

Canned foods of all kinds offer the grocer a chance to advertise largely. This one of Kramer's, Little Rock, Ark., "Have you ever tasted canned sweet potatoes?" is a good one. New lines of canned goods are being introduced each season, and the grocer quick enough to be the first to announce these new things usually gets the bulk of the trade on that line for at least one season. Not only that, but it brings

High Cost of Living is Disappearing
At All the 200 Incorporated
James Butler Stores
Several profits follow—for this week—

Very Best Creamery Butter 1b. 27¢	Farouk Belle 29¢
Print Butter , 29¢	New York of Milk 25¢
New Laid Eggs , 25¢	Cheese , 17¢
Condensed Milk 3¢	Case of 25¢

AMT BUTLER

FIRST in WAR
FIRST in PEACE
FIRST in the HEARTS
of the HOUSEKEEPERS

Washington FLOUR

Established 1864.

Geo. Q. Moon & Co.
INCORPORATED.

Hart's Grocery
203 N. 3rd St.

Expert Testimony on Teas and Coffees

Is worth as much, as the alert housekeeper knows that Quality in these lines is all important, and we invite attention to our Un-colored Japan Tea, with rare merit, at, per pound **60¢**
Barts Best in Coffee, forging way to public favor, per pound..... **40¢**

PHONE 426

Have you ever tasted Canned Sweet Potatoes?

They're so near like the kind that you would cook and serve today that you cannot tell the difference.

They're carefully cooked and canned, of perfect potatoes and retain all the original strength and flavor. Then you don't have the bother of cooking and peeling—it's all done and ready the moment you open the can.

3-lb. Cans

15¢

A dozen cans, \$1.65.

Kramer's
319 Main Street

new customers to his store. This gives the customer a chance to become acquainted with the methods, style and order of the firm, and if these are better than where he has been dealing he probably transfers his whole trade to that store.

Geo. Q. Moon & Co. advertise Washington Flour by an apt use of a phrase familiar to every school boy and school girl of the United States.

Teas and coffees are the grocer's pet articles of commerce. He will advertise tea and coffee when he would neglect other more timely articles. The usual method of doing this is shown in Hart's Grocery advertisement.

If the grocer will learn a few things about how tea is grown and tell

We have an intelligent corps of clerks, bookkeepers, meat cutters and delivery men.

We have three telephones in our order-receiving department and employ four wagons to facilitate prompt handling of business. And we won't be satisfied until we see YOUR name on OUR books.

A talk like this once in a while does a lot of good, but if all the advertising done is on this order the public will soon tire of it.

The Henke & Pillot, Houston, Tex., advertisement is too much illustration and not enough particulars. The kind of fruits for sale should have been mentioned.

The grocer can make his advertising convincing and yet pleasing reading. He need not come out flat-footed and say, "Oranges 25c., 30c., 35c., etc., etc.," but if he tells the kind of oranges, the association that packs them and other particulars, he puts his customers in possession of facts that will aid them in making a choice.



**This is the kind of
BREAD**
you bake when you
use
Fanchon
THE FLOUR OF QUALITY

The quality of FANCHON shows in the bread—large, rich crusted, snow-white fine grained bread. After using FANCHON once you will never be satisfied with other flour. FANCHON is the quality flour for baking quality foods. The price should be high.

ORDER A SACK TODAY
Quality Stores Sell FANCHON

The Quality Mills, Enterprise, Kansas



**SOLD IN TOPEKA BY THE
SHAWNEE GROCERY**
PHONES 425 112 EAST SIXTH



FRUIT FOR CHRISTMAS.

Particularly at these
Holiday times does the best
of Fruit appeal.

Malaga Grapes, the extra select,
—all seedless, sweet, "about"
Tangerine Oranges from Florida,
—all seedless,
Atwood Grape Fruit, medium,
—all seedless, sweet, 1 1/2 p.
and extra large. All today's market
you can buy at Henke & Pillot's. It's
just as "good" as it is "cheap."
—the good stuff.

Mad River Honeycrisp Apples—
—Chablis Melons for the best of the
season. The real thing.
—Chablis Melons for the best of the
season. The real thing. For the best of
the season. The real thing. For the best
of the season. The real thing. For the
best of the season. The real thing.

California Seedless Lemons,
—all seedless, sweet, 1 1/2 p.
and extra large. All today's market
you can buy at Henke & Pillot's. It's
just as "good" as it is "cheap."
—the good stuff.

Oranges from the field in River region
—all seedless, sweet, 1 1/2 p.
and extra large. All today's market
you can buy at Henke & Pillot's. It's
just as "good" as it is "cheap."
—the good stuff.

Henke & Pillot
381 South 3d



"THEY'RE TEMPTING
and well matched. She's tempted
—so is the fruit."

CHOICE FRUIT

The choicest fruit her eye can always
be had from us. It's unusually plentiful
and that's why prices are so low.
For the best use, cleaning or preserving, we
keep the best.

HENKE & PILLOT

CHAPTER LVIII.

HABERDASHERY

THE haberdasher who advertises usually advertises well. Unfortunately there are thousands of haberdashers who never use newspaper space. Many of these depend upon their windows for publicity. The window is good but there is no reason why the haberdasher should not supplement his windows by using newspaper space. In the large cities where space is expensive, there is some excuse for this state of affairs, yet in spite of the expense, the haberdasher who advertises in the newspapers prospers exceeding well.

It is not necessary to use large spaces for small spaces will bring good results. Small spaces can be utilized for impressing upon the reading public the quality and price of some one particular article. This idea can be carried out the year around with very satisfactory results.

The ease with which an article of haberdashery can be illustrated makes it easier to advertise effectively in small spaces. Rogers, Peet & Co., of New York City, are always pointed out as good advertisers using small spaces. Their advertisements usually occupy from four to six inches single column, although this is varied by the use of double space on occasions. When this is done the single column idea is carried out as shown in the advertisement reproduced.

This advertising has been successful, not because of its peculiar style, not because of the semi-humorous illustrations, not because of the short, scrappy sentences, but in spite of these. The illustration no doubt attracts attention to the advertisement; a good headline would probably do the same. The style of the advertisement has become in a manner a trade mark for the store's advertising. As such it has its greatest value. Persons acquainted with the style of the advertisement recognize it without difficulty, and if Rogers, Peet & Co. should insert one of these advertisements in the New York papers without their name attached thousands of readers familiar with this store's particular style of advertising, would hardly notice the omission.

"Shirt Fashions for the Fastidious" is the message Muse, Atlanta,



Men's belts.
1350 of grain leather—black and tan.
Regular 75c. belts.
50 cents.

Men's handkerchiefs.
7000 of the identical Irish linen used in our regular 25c. handkerchiefs—but importing in the piece and hemming here saves duty.
2 for 25 cents.

Boys' underwear.
2000 pieces of fine cotton gauze—regular 50c. quality.
Shirts—half sleeves and athletic.
Drawers—ankle length, knee length, pantalets.
35c.; 3 garments for \$1.

Everything else men's and boys' wear.

ROGERS, PEET & COMPANY.
236 Broadway Street.
236 242 1200
on at
Waver St. 124 St. 324 St.

ROGERS, PEET & COMPANY.
Three Broadway Street.
236 242 1200
opposite near opposite
City Hall Union Square Grand Square

Ga., has for men. It is a question whether the word "particular" instead of "fastidious" would not have been better.

While an advertisement of shirts with no particulars as to style, coloring, patterns or materials, may reach a certain class of men, we are of the opinion that a little information along these lines goes a long way towards creating business.

Sim, Lockport, Ill., has no superstitious feelings about the number thirteen. In fact one would think from reading this advertisement that it is likely to prove a lucky number for Sim. This should bring a good crowd to Sim's corner.

Come in and buy a couple of suits of the fine Balbriggan Underwear we have on sale today. Double thread, well made and trimmed. Regular 50c each.

Today **35c**



**The
Cash
Store**

Archie McGillis

**The
Cash
Store**

Archie McGillis advertises at a cut price, but uses the cut as a leader to attract a number of customers to his shop. In doing this the haberdasher not only sells the article being offered at a reduced price, but much other merchandise as well.

Hardie & Caudle take up the "Hot Man's Burden" in far too general a manner. Why not do one thing at a time and do that one thing well?

Mann Bros., Norfolk, Va., take up the matter of bath suits and give full particulars. They are not afraid that if they do not say a word about hats, clothes, shirts and a few other articles they carry, that they are going to lose a sale. It is far more likely that the haberdasher who advertises one thing at a time and advertises that one thing well, will sell more goods than he who touches on everything and gives no real information about anything.

The small advertisement of boys' bathing suits is splendid in both text and illustration. This is clipped from a larger advertisement used by Traxler, Dayton, O.

Siegel Bros., Los Angeles, Cal., use a very attractive border and a good illustration to tell us an old, old story. This same style of expression has been used until it is threadbare. Why not try something



What Shall I Give Him Christmas?

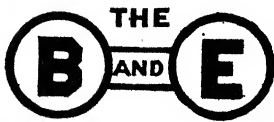
—a worrisome question, isn't it? but we can solve it quickly for you, just as we have solved it for hundreds of other worried women.

—give a man something that adds to his appearance and you've earned his gratitude

—you know that's true; then why not give him

a handsome tie, that only costs 75c or
a dandy shirt for \$1.00 or
a pair of kid gloves for \$1.50 or
a nobby waistcoat for \$2.50 or
a stylish hat for \$3.00 or
a swell pair of shoes for \$4.00 or
a silk umbrella for \$5.00 or
a schloss suit for \$15.00 or
the best overcoat we have for \$18.00

—there are just loads of other things here that will please any man, ranging in price from 25c to \$25; —buy his gift here; we know the size he wears and will cheerfully exchange it after xmas if it doesn't just suit him.



809 Market St.

810 Broad St.

open every evening until xmas day

purchase a supply of red cross stamps for your gifts and help a good cause

Holiday Gifts for Men

Our Furnishing Goods Department is replete with appliances which are gifts selected by particular people for other particular people not sure to give pleasure and satisfaction. We suggest:

Smoking Jackets, \$10 to \$18

Smoking Jacket, \$10 to \$15
Bath Robe, \$4 to \$15 Bath Slippers, \$1 to \$1.50
House Gown, \$5 to \$14
Gown for Holiday Season, \$10 to \$15.00

Gloves, \$1.50 to \$4.50 Mufflers, Umbrellas

Walking Socks
 Socks of Yarn are in Market with offer

"Sensational Interest," as:
 Read King and McQuinn's Case on March 11, 1932. 12-10

Scarf Case and Handkerchief Case Combined . . . \$3.50
Scarf Case and Handkerchief Case Combined . . . \$3.50
Scarf Case and Handkerchief Case Combined . . . \$3.50

Jewelry Cases, Fancy Lockets and Pendants	\$50 to \$15.95
Nude Skin Sets	\$2.50

TRAVELING BAGS and SUIT CASES.

Historically, our Master Tiles of the "Old Hancock House" and a view of the "Scars House" when

Price 20 cents each.

MACULLAR

We have "Gift Certificates," redeemable in merchandise.

Do your Christmas

shopping early.

BROKAW BROTHERS

EVERY style of
Glove or Scarf
suggestive of Spring and
comfort is to be seen
in our Haberdashery
Department.

In Gloves—tan shades and grays in the best productions of foreign and domestic makers, ranging from \$1.50 to \$2.50.

In Neckwear—every approved shape in a variety of entirely new shades and figure effects. 50c. to \$2.00.

Subway Station just at our door.
ASTOR PLACE AND FOURTH AVENUE.

Christmas Things

The proper place to find something suitable for a Man's Christmas is at a Man's store — this store, where "Men, who Know" come for their outfitting.



Choice Garments for Men
and Boys, from the World's
Best Tailor Shops!
Handsome and exclusive
Hosiery, Hats and Caps,
in all the correct models!
The Best Things to wear in
any line of Outfitting!

Then the price feature of our store is a strong inducement for it's proverbial that, when quality is considered, our prices are always the lowest.

Frenton Clothing Co.
114 & 70 NORTH BROAD ST.
Clothing, Hatters, Napordashes

In the reproductions of the B. & E., Macullar Parker Company, and the Trenton Clothing Co., is seen the manner usually followed in advertising at the festive Christmas season. Macullar Parker Company sell gift certificates, redeemable anytime during January. Haberdashers do a good business in these certificates when they are presented to the public in a manner to make the proposition look attractive. Of course this cuts out a whole lot of exchanging of goods after Christmas. It helps, too, in making sales where a woman cannot make up her mind what to buy a man.

Kennedy
112 CORTLANDT ST.

A little of everything in fine Underwear at cut prices.

1.00 Wool Undershirts, 69c.
Heavy Balbriggan, 79c.
Wright's Fleece at 98c.
Shirts or T-shirts worth 1.50.
3.00 White Merino at 1.49
4.00 Silk & Wool at 1.98



This Splendid
Glove at 98c

Made of imported
skins, silk stitched.

Such a glove
elsewhere would
cost 1.50.

1.00 White Dress Shirts, 69c.
Extra wide bosoms, all lengths in
sleeve.

Fancy Shirts, 85c.
A little lot of French Percales,
stiff bosoms cuffs attached or
separate.

Kennedy
112 CORTLANDT ST.

French flannel Shirts
with collars
attached is
fashion's new-
est novelty,
with safety
pins to keep
collar in
shape



at 1.98, worth 3.00

In Stunning New Patterns for
Spring.

2.25 Flannel Shirts 1.49
Imported flannels with neck-
bands.

Time for medium weight
Underwear

1.25 Merino at .75

White and Natural Shirts or
Drawers.

4.00 Silk and Wool 1.98

Kennedy
112 CORTLANDT ST.

An Importer's over-stock of
fine half hose in great quan-
tities.



Fine Lisle
Thread Sox
at 35c.,
Wool 175c.
35c. Sox
at 19c.

Embroidered stripes, neat figures
and plain colors, in mercerized cot-
ton and fine lisle threads.

Fine Underwear at very
little prices

from Cartwright & War-
ner, Medium weight white
wool regular 4.00 Shirts

or Drawers, 1.49

1.50 Heavy Cotton, 79c.

(Also ribbed halbriggan Shirts or Drawers.)

1.50 Light Weight Wool,

98c.

Natural color Shirts or Drawers.

1.50 Walking Gloves,

98c.

The three advertisements of Kennedy, New York City, gives one a good idea of their whole advertising campaign. A collection of advertisements of a single firm often teaches us more about how to advertise than a collection of advertisements of different firms.

There is no unnecessary talk in any of these advertisements—just a plain statement, often no introduction at all. When one comes to think of it, there is often no necessity for introductions in small advertisements like these. Any haberdasher can follow this style very profitably if he will only persist long enough to establish this style of make-up as his own.

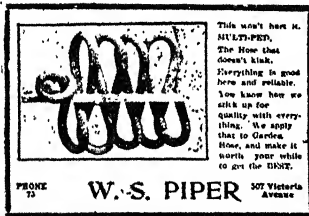
All of these advertisements advertise goods at less than regular prices. This is not necessary under regular selling conditions. In time a haberdasher can cheapen his shop by advertising along this line in season and out of season.

CHAPTER LIX.

HARDWARE, PAINTS, ETC.

OF all lines of retail trade there is perhaps less advertising done by the hardware merchant, in comparison with the amount of business he does, than by any other. This is not because it is a hard business to advertise. There can be none more easily advertised, for the variety of stocks carried makes the hardware store's merchandise interesting to all classes.

The stocks usually carried consist of hardware, such as nails, screws, hooks and eyes, locks, bolts, hinges, and a hundred other small articles used in most homes. Then there is always a large assortment of tools used in almost all trades and by all mechanics. Cutlery and plated silverware form a goodly department, as do kitchen utensils in iron, tin, graniteware, wood, etc. Stoves and their usual accessories, the smaller



farm implements, lawn mowers, etc., and sporting goods and recreation wares, such as hammocks, form no mean proportion of his stock.

Besides this he keeps all classes of hardware and tools used by carpenters and builders and paints and brushes used by painters. His store is the center of attraction for these two trades as well as that of the farmer, the householder, the housewife and the boy whose amateur building operations not only require tools but material as well.

With all these classes of goods there is no reason why the hardware merchant should not do more and better advertising than many other merchants who use space regularly.

W. S. Piper's small advertisement ought to have brought good results in spite of the snake-like appearance of the hose. Piper ought to have quoted prices on this class of hose. People are willing to pay a good price for a good article. Why not for garden hose that does not kink and break?

Redving & Ellestad have a splendid spring tonic advertisement. "Get in the garden," that is better than a mere mention of spades or

lawn mowers. This advertisement contains the germ of business. So does that of Blyth & Holloway. This advertisement gets down to business as directly as possible.

Have a Shower Bath at Home

Quite an easy matter for you to enjoy the refreshing properties of a "shower" during the warm days.

See our Portable Shower complete with rubber curtain for \$18.

Blyth & Holloway
BANK & JAMES STS.
PHONE 3113.

Watch Our Windows for
Vanadium Saws on
Saturday

Up and in
and get a deal
Prices ed down
These are facts
We don't

Willard Bros. & Holt
718 Market St.
The only Hardware and Home
Furnishing Store in the retail dis-
trict.
Watch our windows for useful and
up-to-date articles.

Christmas Shopping at the Big Hardware Store.



You will be surprised what a wealth of selection in Christmas Gifts you can find at a Hardware Store.

We point out a partial list below:

- | | |
|-----------------|-----------------------|
| Percolators | Coffee Heaters |
| Coffee Machines | Coat Harness |
| Tin Machines | Coat Wagons |
| Chafin Dishes | Gillette Razors |
| Fire Sets | Safety Razors |
| Brass And Irons | Aluminum Kitchen Ware |
| Brass Fenders | Carving Sets |
| Lap Robes | Table Cutlery |
| Riding Outfits | Scissors |
| Whips | |

Loeb Hardware Co.

ENAMEL WARE

On Monday we will put on sale an accumulation of blue and white, brown and white, all white, and grey enamel ware consisting of basins, saucepans, buckets, coffee pots, kettles, dishpans, spoons, plates, dippers, pans and numerous other articles at a price of

25 Cents Each

Every article is worth more than we ask for it, some of them double, but all must go.

G. W. Barnett Hardware Co.

116-118 Commerce St.

Phone 345

**Your Table Knives
and Scissors
Always Sharp**

Any one can operate it. May be attached to any Table or Bench.

Speed 1800 rev. per minute.

Just pull the strap. No water required.

Quartz stones \$4.50
Emery stones \$2.00

— 0 —
Dock Square Hardware Co., Dock Sq.

PAINT IT



Do it before the dust begins to fly. Stop off and take a look at your home. Doesn't it need painting? Now is the time to have it done.

Use **Lion Brand**
Paint
"None So Good"

Guaranteed 100% Pure

I'm prepared and tested in the climatic conditions of North Dakota. It looks best. Examine inquest.

A. B. RHEINHART, Hardware
DeMers Avenue Grant Forks, N. D.

Willard Bros. & Holt advertise hardware in a way that is hardly likely to produce much business. The injunction to watch the windows is all to the good, but the rest of the advertisement might better have taken up some line of goods for sale.

G. W. Barnett Hardware Co. advertise a sale of enamel ware, while the Loeb Hardware Co. show how even Christmas shopping can be done at a "Big Hardware Store." Both could have been a little more enthusiastic over their propositions, but as they stand they show good taste.

The Dock Square Hardware Co. advertise but one thing at a time—grindstones. That is a good feature of any small advertisement. This advertisement will sell grindstones, because every man interested will read such an advertisement. It is also calculated to create a demand for grindstones. This kind of advertising will make more direct sales than a thousand general advertisements that merely sound the praises of some firm or in a general manner the goods the firm sells.

Paints and brushes form no small part of the hardware merchant's business. Ready-mixed paints are used in surprisingly large quantities, though usually purchased in very small tins. Many of the manufacturers of these ready-mixed paints advertise to the consumer for the benefit of the dealer or furnish electrotypes for use by the retailer. There is just one thing that might make an improvement in these advertisements and that is price. The prices of most colors are the same and if the prices for the different sized tins were given the advertisement would be very much stronger.

The advertisement of A. B. Rheinhardt, Grand Forks, N. D., is about the way most of the hardware firms advertise paint. Why not give prices per gallon and offer to furnish estimates of the amount required for any house, the measurements of which are supplied? Then the hardware merchant could get down to business. However, "Paint it" is not a bad headline, although "Paint it now" would have been better.

There are at least three phases of advertising the hardware merchant can use successfully. He can advertise to builders and painters, for they use his products in wholesale quantities. He can advertise to the housewife because he handles so many lines of goods that are essential to her comfort in the home. He can advertise to the men because he handles all kinds of sporting goods from an air gun for the boy to a repeating rifle for the sportiest man. He carries hammocks for the home and fishing tackle for the river side. Why, then, do not hardware merchants do more advertising?

CHAPTER LX.

HATS AND CAPS

ALL men and boys wear hats. Hats are a commodity of every-day consumption and should be continuously advertised. Of late years there have sprung up in our larger cities a large number of hat stores where hats are handled exclusively. Such stores should advertise continuously. They must advertise in the selling season to hold their trade and they should advertise in the "off" season to get more trade.

The bulk of the hat advertising is done by men's furnishers and department stores having hat departments, but such advertising is what can safely be called seasonable advertising. They advertise only at the time when there is a recognized call for new hats. These seasons are short and are practically only three in number, viz., spring and fall for felt hats and summer for straws. This sort of advertising has educated men to buy at regular seasons, crowding the selling each season into a very few weeks.

Most men do not have as many hats as they ought to have. A great many of them have only one, which they wear continuously until it is shabby, when they purchase another. A man should have at least one stiff hat, one soft hat, and a cap in his wardrobe at all times, with a straw hat or linen hat added for hot weather wear. A silk hat and an opera hat must be added to this list for those in better circumstances and who pose as good dressers.

It should be the aim of all hatters to bring about this extra consumption of hats and it can only be done by continuous advertising.

"We selected the right styles this season," is a statement, made by a hatter, that conveys a double meaning. It might mean that last season he made a mistake and did not have the right styles. It might mean that it is all a gamble this selecting of styles. This statement weakens the general impression that an advertisement should give the reader. Had he said, "The styles shown this season have proven so popular with our customers that we have had to send in duplicate orders every week," it might have been more convincing.

Hat advertisers, as a whole, have not yet taken hold of a form of advertising that should prove very effective. They have not gone into the details of the qualities of the materials used in the make-up of a hat. Very rarely will you find a good advertisement along this line, and yet it should prove one of the best lines of argument to use. Style of course is paramount in the selection of a hat. It must be made on the latest and most approved "block" or it will not sell in any quantities, but "value" should be a consideration worth exploiting.

E. M. Kahn & Co., Dallas, Tex., use an excellent headline to attract attention, but they do not sustain interest in the balance of the advertisement. Every hatter has "the largest and best selected stock ever shown."

Grube & Dutcher should find their business continually on the increase if they persist in giving values as they say they do in the advertisement reproduced. There must be style to the hat to find entrance into

Spend a Few Minutes Here Today
In our greater Hat Department you'll find an assortment of classy headwear that is beyond doubt the largest and best selected stock ever shown in Texas. We can please you.



"DASH"
 ADVANCE SHOWING NEW FALL CLOTHES.

DUNLAP HATS *McKinnon* PRESTON HATS
 ESTABLISHED 1873

17 South Main Street Two Stores 41 South Main Street

I Do the Trick With a Straw

And it's my trick, too, when I say to you it's a \$5 style, a \$3 quality at a \$2 price. Don't see how I do it! Neither does the other fellow—that's why it's my trick.

Straw Hats, any style..... \$3.00
 Men's Best Panamas..... \$5.00
 Stiff and Felt Hats..... \$2.00

Location: Paramount Theatre \$5 Reservations begin to be taken from 10:00 a.m. to 10:00 p.m.

Levinson's \$2 Hat Shops

STYLE—AND MORE

X Straw Hat can't get in here without style, And it can't get out of here on your head if that's all it has.

We get down beneath the skin to see what the Hat will do when the rain and wind get at it.

RESULT: A slacker made perfect by soap.

For You at the lowest of prices.

Grube & Dutcher
 HATTERS—54 COURT—TURNBULL
 "The Shop That Satisfies"

Clean Up Your Old Straw Hat—Then Come Here for a New One

Oh, we know you'll come because style are all different—snappy new things are here. You know this is the Knox Agency—

And Knox never runs on the launch of "last season"—why not omit the old hat cleaning and come right here for a KNOX

KNOX STRAWS \$3.00, \$4.00 and \$5.00

KNOX PANAMAS, \$10.00, \$15.00, \$20.00

"OYAMA" brand (the 1911 Knox novelty). Belgium straws, Milano, Senais and Splitis. Yacht and Negligee Shapes. None too early, for the Early Birds are after them, right now.

J. P. DUGAN
 208-210-212-214 RIVER STREET




the store and there must be value in it before it can get out again. Statements such as these about style and value should have much weight when made by reliable firms.

J. P. Dugan, Troy, N. Y., touch upon the first thought of the man who has an economical streak in his make-up—and most of us have. "Oh, yes! clean up your old straw hat—then come here and get a new one." It is the same old experience every season. Perhaps we buy a straw hat late in the season at a ridiculously low price and carefully preserve it in a paper sack or box. We get it out in the Spring and it does not look half so good to us as it did in the fall. We just must have a new one. Go to J. P. Dugan for it; he first thought of it.

The Benoist Clothing Co., Natchez, Miss., handle the Knox hat and know how to advertise it. In the advertisement reproduced, they serve up one style, "The Homburg." The illustration really illustrates it. The text tells how it came to be fashionable. What more do you want? Price—it's there, too.

None too Early---Early Birds

Are Already After KNOX and SIGMUND'S Straws

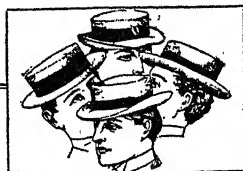


Can't blame them either for not wanting to let such fine things slip through their fingers for lack of size or dimension in the particular style they want. We are showing a splendid lot of new straws—really new.

Our Special **\$2.00** Fine Split and Sennit Yachts Equal those Sold Elsewhere at **\$3.00**

Knox
Agency

Sigmund's
309 North Charles Street



Straw Hats

A superb collection of the New Straws for the young fellow or man who wants the correct style, and moderate in price. Our showing this season is up to the standard in every particular.

Straw Hats, in Sennit and Split, \$1.25 to \$2.50
Panamas, \$5.00 to \$10.00. — Boys', 25c to 75c.

G.E. PEACOCK
MURRAY BLOCK VICTORIA AVE.

WE WANT YOU TO SEE
"THE HOMBURG"

Knox

The lean towards things English this Fall makes soft hats in creased shapes very popular.

The newness and individuality of the

Knox Homburg

pictured here, makes it the first choice of them all.

Knox Quality \$5
Beacon Quality \$3



THE BENOIST CLOTHING CO.

"Where the style's come from"



**Straw Hat
TIME**

Time to doff that warm, well-worn derby and don one of our cool, crisp straws. Our straw hats are unusual. We have new shapes and styles than you will find elsewhere in Nashville and more style and snap in every hat.

HOPKINS STRAWS \$2.50, \$2.00, \$1.00 and \$0.90
YOUNG'S STRAWS \$1.00, \$1.00 and \$0.90
MUNN'S NEW YORK MADE STRAWS \$2.00 to \$1.00

PENNSYLVANIA HAT CO.

YOUNG MEN'S HATTING, WILSON DISCHUNKS
221 FOURTH AVENUE.

Sigmund, Baltimore, Md., are more general in their announcements. They remind men of the usual troubles to be expected by late purchasers. A reminder of this kind means more business.


Straw hats form the basis for a great deal of hat advertising every summer. Straws are usually advertised so prominently that soft and stiff felt hats are supposed to be unworthy of consideration. The season for selling straws is all too short and they must be vigorously pushed at the proper time.

Felix & Sons, Topeka, Kans.; Pennsylvania Hat Co., Nashville, Tenn., and G. E. Peacock, Fort William, Ont., make a pretty bold attempt to get trade, but they fail to get down to fine points. Nevertheless

these are average hatters' announcements. The style and make-up of each advertisement is not half bad. Of the three, Felix & Sons use the best argument.

The White & Manahan advertisement is altogether too general to require much notice. In this advertisement, they try to advertise the whole stock instead of just one or two styles or lines, as they ought to.

Prices should play a prominent part in all hat advertising. The one idea at a time advertisement is as good for the hatter as for any other trade. He can describe, illustrate and price one hat at a time daily and get better results than by inserting a general statement that he has "all styles at all prices."



Keep Cool
WEAR A
PANAMA HAT

*We have a splendid range of the newest shapes
in high-grade Panamas \$8, \$10 and \$12*

Straw Hats in Newest Shapes
A large variety of Straws \$1.25 to \$2.00

Opp. the Market—On To
WHITE & MANAHAN 500 Main St.
WILL ACCEPT FOR THE CENTURY BRAND SLIT

Felix Straws

more than fit your head—
they fit your personality, your
face, your pocketbook. That's
why there are so many sizes,
shapes of brims, variations of
crowns and brims. If you're
satisfied with *one*, for goodness
sake buy a Felix Straw—



\$1.50 to \$10

One-Price
Panamas
\$5

Felix & Sons
629-631 Kantar Ave.

CHAPTER LXI.

JEWELRY, PRECIOUS STONES, SILVERWARE, BRIC-A-BRAC, CUT GLASS

THE jeweler is often erroneously considered as a seller of luxuries. This is hardly the case. He does sell luxuries, but most of these luxuries are real necessities to a great many persons. Diamonds, for instance, are real luxuries, but the diamond ring is considered a necessity by most young men contemplating matrimony. It is also proclaimed as a splendid investment. Watches are a luxury in these days when town clocks, factory whistles and other time indicators are so common, yet even the school boy considers it a necessity—and a watch once worn becomes a necessity. We might continue to multiply instances to prove that almost all articles sold by a jeweler, which were once considered luxuries, and were only possessed by the well-to-do, have today become as necessary to man as his mid-day meal.

This should be taken more into consideration by jewelers than is usually done and the necessity point emphasized more often in the advertising of the business.

The jeweler has probably a larger variety of articles to advertise than any other one-line business, except hardware, because his business

includes so many different articles for many different uses. He sells ornaments for the person and also ornaments to adorn the home. He sells time-pieces to be carried about by men and women for convenience and time-pieces for ornament and use in the home and office. The variety of these time-pieces alone would furnish material enough for a year's advertising without any point being repeated throughout that time. Besides this there is tableware, in silver, gold, fine china and cut glass. He usually sells fancy articles in leather, gold and silver mounted umbrellas, and numerous other objects of rare value.

To all this is added a watch and jewelry repair department that might furnish enough advertising for one firm to maintain. This feature of the jeweler's business is often neglected in the advertising. He will advertise watches, rings, cut glass, etc., but seldom uses space to tell how



*If Your Watch,
Clock or Any
Piece of Jewelry
Has Gone Wrong,
Bring It
to The Shop*

It will be attended to promptly,
will be perfectly and satisfactorily
repaired and you'll be agreeably
surprised at the charge.

We have devoted special attention to the department of our business and have made it as nearly perfect as possible. We know you'll be pleased with our services in this way.

BLITZ

Topeka's Leading Jeweler. • 202 Kansas Ave.

If Your Watch Repairing is Satisfactorily Done

just keep right on with the same jeweler.

But if it is not done satisfactorily, do just as hundreds of other people do, come to us for good work, low prices and promptness.

T. Montgomery,



Jackson is an authority on watches

Having a long, rich, successful
career in the jewelry and watch
business, L. L. Jackson is
known as an authority on
watches. He has been
successful in the repair and
sale of watches for many
years. He is a member of
the National Watch and
Jewelry Association.

L. L. JACKSON
202 North Third
Chattanooga, Tenn.



well he does repairing. He may add a line to these advertisements intimating that repair work is a specialty with him, but never a reason why any one should bring their broken trinkets to him to be mended.

T. Montgomery, Wilmington, Del., tells folks that if they are satisfied with the repairing they are getting at the other jewelry stores in Wilmington, that they had better continue their patronage at those stores. Perhaps he is half afraid he cannot suit them as well.

No man ever earned trade by being half-hearted in his advertising. T. Montgomery wants to do all the watch repairing of his town if he can; why should he tell people to stay away? Far better to say, "Next time give me a trial. I want your business."

Blitz, Topeka, Kansas, is after Topeka's repairing and says so. Blitz will get the business and Montgomery won't as long as he uses newspaper space in the manner shown in the advertisement reproduced.

L. L. Jackson, Chattanooga, Tenn., proclaims himself an authority on watches. Persistent advertising along this line and "making good" will give any jeweler that reputation in his community.

Regnier & Shoup Co., St. Joseph, Mo., have taken the "bull by the horns" and advertised a better watch for a girl or boy. Most jewelers advertise watches around \$1 to \$5 for boys and girls. However, this is not a good advertisement. The price is in the wrong place. There are too many display lines. The whole tenor of the advertisement should have been confidential along the line of buying a better watch for boys and girls, than that usually purchased for them.

The headline, "Buy a guaranteed watch for the boy or girl," will serve. Then tell about the value and lead up to the price which should not be in display type at all.

The advertisement of White Bros., New Orleans, La., is an excellent one for jewelers to follow. It takes up one subject and sticks to it to the end. The talk is plain and to the point.

In this advertisement we have an illustration of the article advertised and a good description of it, with the price. It refers to other, related, novelties in sterling silver. Even the price is made attractive.

Preusser, Milwaukee, Wis., have a "crest" or "what not" that takes up altogether too much space in their advertisement. The statements are all commonplace. Instead of telling us something about scarf pins, he runs on to diamond and seal rings, and says the same thing about them as he does about scarf pins. Is there a garnet setting among those scarf pins? Or, an emerald, or a ruby? Some men might like to know.

True Bros., Springfield, Mass., advertise cool, summer jewelry. The argument is worthy a thought. More might be made of the fact that we change our clothing for the cold and heated seasons, and why not jewelry?

Hess & Culbertson, St. Louis, Mo., advertisement is one of a kind very seldom seen. It is sure to sell goods, too. Why not try out this plan a few times?

Heintz, Lexington, Ky., certainly gets a very striking display in his advertisement. White space is used advantageously with the heavy border design. This advertisement quotes prices and therefore seeks business. An improvement could have been made by taking one diamond, describing and pricing it and then adding a line to the effect that others could be had ranging in price from \$15 to \$160.

Knittle & Longtin, Cleveland, Ohio, use an excellent illustration, but unfortunately try to tell the public something about every class of goods carried in stock. They do not specifically make an offer on anything, but try to do so on everything. With such a cut rings should be advertised exclusively.

Tappin, Troy, N. Y., offer a suggestion of a chest of flat silver as a gift to the bride. A timely hint.

The Santa Fe Watch Co. put up a splendid argument in favor of the purchase of a diamond ring in \$1.00 weekly payments. The border effect is attractive through its oddity.

tising cut prices too often would soon cheapen any establishment, but it is advisable to advertise prices as often as practicable.

The advertisement should be varied by advertising different classes of goods occasionally. In fact it would be a good plan to have a regular calendar of offerings. Cut-glass could be offered one week, flatware the next, etc. Having a diamond week, a sterling week, a pottery week, etc., might be a good idea. The weeks as they follow should exploit seasonable lines.

The jeweler should have something doing all the time to sustain public interest in his establishment.

CHAPTER LXII.

LAUNDRIES

LAUNDRY advertising should be largely educational. It should tell the public just what the laundry will do, how it will be done and what it will cost. There are many features of the laundry business that the general public do not understand. There are many kinds of service rendered that the average housewife knows nothing about. It is within the province of the advertising campaign to tell about these services.

"The Laundry That Knows How"

MUNGERS LAUNDRY

PHONES 1350 --- 814-818 SOUTH MAIN

Ladies' Wear

We pay particular attention to ladies' summer evening apparel, as well as men's.



Shirt waists, lawn dresses, etc., laundered with extra care and delivered to your home in neat boxes, to avoid crushing.

If you want your laundry done up better than the ordinary way, telephone for one of our wagons to call.

We do family washing, rough dry—it is washed clean and properly starched, too!

ROUGH DRY 6¢ PER LB.



MUNGERS LAUNDRY

"The Laundry That Knows How"

We are doing family washing, rough dry, at 6¢ per lb.

The ladies' clothes are washed and starched ready to iron, the flat work all ironed, ready to use.

Bundles must contain regular family washing, including flat work.

Telephone and we will send a wagon for your laundry this week.

Good dressers everywhere acknowledge that the Munger wash on shirts, collars and cuffs is the best.

Phones 1350 814 S. Main

There is also another feature of advertising that the laundry should not neglect and that is in overcoming the prejudices of the many who have a settled idea that the laundry destroys or wears out clothes quicker than other methods used for washing.

The advertisements of the Munger Laundry, Los Angeles, Cal., are good specimens of laundry advertising. The name plate and borders add, of course, to their typographical appearance and attracting power. The text in most cases is as strong as it can be. Each advertisement takes up one point and makes the most of it in as brief a manner as possible.

The advertisement devoted to "rough dry" washings is of the kind that is driving the home washings out of fashion. This laundry has a "motto" or phrase that they use in connection with the name. It is, "The laundry that knows how." Every reader of the newspapers of Los Angeles knows that phrase by heart and no doubt often think of it to the Munger Laundry's benefit.

The advertisement of the Mutual Laundry, Topeka, Kansas, touches upon one of the disadvantages of laundry work that are common to most laundries. Collars will wear out and saw edges are disagreeable. The laundry that takes time to remove these rough places on its linen is a benefactor to man and has a splendid talking point to use in its advertising.

Keen Satisfaction
In Wearing
Dainty, Beautiful Clothes

And there is much greater delight in getting your dainty waists and white suits back from the laundry looking better than now. Our modern methods of washing in soft water and ironing make this possible. Only electric irons, which are as spotless as the linen and whose temperature is automatically regulated, are used. It is impossible to spot, burn or even discolor the clothes. A visit to our plant will convince you. Hamilton can give you a class of work not equaled by any other.

The CASH SYSTEM saves your clothes and money. Get a coupon book.

HAMILTON'S SOFT WATER LAUNDRY
617 PEARL ST.
Both Phone - Special Delivery



Next to the Neck and Necktie
"Mutual" Way
Collars are smooth

Run your finger along the front edge of your collar and have on the "X" to know your necktie is set. Is it smooth? It should be as smooth as every other case of the collar.

We should consider it impossible to believe it not so when the iron edge of a collar that we are the only laundries in the city of Topeka that use of clean smooth. The edge of a collar comes in contact with your neck.

It is just a little thing of the kind that our customers with things just a little out of the ordinary—something they can't get elsewhere. It will save you "rubbing and your tongue."

THE MUTUAL
TOPEKA'S SOFT WATER
LAUNDRY

It is a well-known fact that the petty worries and annoyances of life, tell more on nerve and temper than those more serious. Our

Towel Service

Department will relieve you of some of them by assuming the charge of the entire requisites for your office. Prices right and service prompt.

THE TOWEL LAUNDRY CO.
Topeka, Kas.
204 Clay Street,
Phone 10, 1000, 1001, 1002.

Cleanliness Is Next.

The question, "Who is your laundryman?" should be also considered.

We manufacture all our soaps and bleaches; we help are the most experienced, our machinery the best and modern.

We submit a trial, knowing full well that you will realize that our work is unequalled.

The Jefferson Laundry.
Phone 1000.

The Toilet Laundry Co., Montreal, Quebec, advertisement of their Towel Service is first-rate. It tells about the "valet" service, which has lately been added to the laundry business. Not all laundries have added this service but it properly belongs to them.

Hamilton's Soft Water Laundry, Sioux, Iowa, put up a good line of talk. It is straight business from the start to finish. If more laundry advertising resembled this, there would be more of the finer clothing sent to the laundry instead of being done at home.

The Jefferson Laundry, Richmond, Va., tells some things about the laundry business that have a meaning to the reader. In this case the mistake of trying to tell too much in one advertisement is made. If one advertisement were given over to the reasons why they manufacture their own soaps and bleaches; another to telling about the experience they have

had in doing laundry work, and a third to telling something about the modern machinery they use, the advertising would prove more effective.

Besides the newspapers, a laundry can use leaflets, folders, booklets and novelties to considerable advantage. Solicitors are indispensable to a good laundry and should systematically canvass a city, asking for new custom, more custom, and rectifying mistakes, settling claims, and in other ways advertising the laundry and its policy. The little leaflet, or folder, should be systematically used about once a month, and should be made timely. In summer a leaflet devoted to the laundering of shirt waists, ladies' white dresses, or children's white dresses would result in many trial washings. The service rendered, if it is good, will retain customers obtained through advertising. In the spring and fall when housecleaning is in progress, a leaflet devoted to the laundering of lace curtains, bedspreads, blankets, etc., would be timely.

Novelties suggestive of the laundry work or name of the laundry could be distributed to advantage at any season.

CHAPTER LXIII.

MEATS AND FISH

THE butcher may be able to cut meat to advantage, but he is not a good advertiser. Therefore, we find in a great many cities and towns that the grocer is absorbing the most of the trade. This could be prevented by good advertising.

The butcher will have to learn that the public can be led away from the old "standbys" to the newer and more up-to-date meat department of the grocery, by a few well-worded advertisements. When he learns this, he may turn around and by the same means bring back the trade he has lost and along with it some that some other butcher lost.

Albert Seessel's Market, Memphis, Tenn., is a good card, but the space, though small, would have been better used had he advertised different kinds of meats on different days: Spring lamb one day; veal cutlets next day; lard on another day, etc., etc.

Preston Market, Hartford, Conn., and Schaub's Market, South Norwalk, Conn., both use the same advertising service. The arguments and cuts are not bad, but the idea suggested above of advertising some particular meat on different days, perhaps telling how to prepare tasty dishes, etc., would prove much more effective as business bringers.

Albert Seessel's Market
Home-killed MEATS of all kinds
INSPECTED BY THE CITY INSPECTOR
8, 10, 12 & 15c lb.
BOTH PHONES 185. 130 MAIN STREET



Delicious Roast Beef
"It the most substantial dinner, and
most satisfying you when you
get the meat every kind that is
sold on the biggest market. We do
not handle that kind. The best
kind coming to the city is what we
need for our customers. We try to
get it at all times, regardless of the
high cost. Our customers cannot
find it is better to be found at the
PRESTON MARKET.
We are open
every day from 8:00 am to 8:00 pm, and
open on Sun.



Bon Vivants of Old
would be to find it they could have
any quality, none of Schaub's price,
just meat. These butchers enough
to live in South Norwalk will do well
best to try one of the choice juicy gam-
mon, sirloin, or round steak,
which Schaub has to his advantage,
and Spring lamb also. Total / Total
Schaub's Market
12 WASHINGTON STREET
South Norwalk



OF COURSE NOT ALIVE
But we deliver meat on credit that is
fresh and better without being alive.
As a matter of fact meat should be
the best in the city or the best
possible food, and all modern meth-
ods of preparing some fine meat,
lamb, pork and steaks and good
bread of all kinds. Please call
promptly.
Schaub's Market
12 WASHINGTON STREET
South Norwalk

The advertisement of Clarke Bros. gives a list of prices prevailing at all their stores. Such advertising will bring business.

Chas. J. Amrhein, Utica, N. Y., use a more pleasing illustration than either Preston or Schaub. The inducement offered to make people prefer home-dressed fowls, California hams, 11c. lb., and lamb chops in the summer-time is merely a good suggestion. As mortals we are susceptible to the suggestions of others and that's why a lot of the advertising being done on psychological lines pays so well.

Thos. D. Hyland & Co. offer fish for the table and fish for bait. The display of this advertisement is little better than the text which is very commonplace.

The butcher should make it plain that his meats are strictly fresh and wholesome. That is worth advertising many times over.

The butcher can do much towards impressing the public mind with his neatness and cleanliness by having tastily displayed advertisements. If an advertisement is set up in heavy, black-faced type, the sense of delicacy is destroyed and the impression of untidyness is given out. A neatly displayed advertisement will give the reader the impression that the butcher is neat himself, and that he keeps his market neat and clean.

Clarke Bros

Saturday


MEAT SALE

In All Our
Stores

Chuck, Roast,	10c
Hamburg Steak,	
Corned Beef, .	
Stewing Lamb, . . .	11c
Veal Chops, .	12½c
Veal Roast, .	
Lamb Chops, . .	15c
Sirloin Steak, .	

Clarke Bros

Home Dressed Fowls
California Hams 11c Lb.
Lamb Chops



In the Summer time are always delicious and built the summer appetite to perfection. We will tempt your jaded appetite with the daintiest Spring Lamb, Veal, Chicken and Steaks that would make an epicure snuff his lips and say "fate can not hurt me, I have dined today."

CHAS. J. AMRHEIN
Both Phones. 26 LIBERTY ST.

BROADWAY
FISH MARKET and SEA GRILL

IF IT SWIMS WE HAVE IT
ALL KINDS OF FISH IN THEIR SHADON



Specialties: Shad, Herring, Mackerel, Salmon, Trout, Pike, Bass, Crab, Lobster, Oysters, Clams, Mussels, etc.

NOTICE
We have a full stock of Live Shad for sale.
Delivered in all parts of the city.
Please order in advance on application.

Thos. D. Hyland & Co.

CHAPTER LXIV.

MILLINERY

OUTSIDE of the department stores, millinery advertising is almost exclusively confined to opening announcements and to "business cards" inconspicuously displayed. This is a mistake, for all women cannot buy their hats at the time of the millinery opening. Many of them attend these openings and determine that at some future date they will make a purchase, but the advertising stops and they worry along by "fixing over" the one they have.

Most milliners carry a full line of children's hats, tams, straw sailors, etc., and babies' bonnets, yet we very seldom see these properly advertised. The large dry goods stores and the department stores monopolize this trade because they advertise these lines. If instead of a business card that is left standing, week after week, some line is featured in each advertisement, the exclusive milliner will have a larger profit

account at the end of each season than is usually the case. Besides these lines there is another that could be very profitably exploited, and that is trimmings and "shapes." Where one woman buys a hat, a dozen re-trim their old shapes, or purchase shapes and trimmings and do the work themselves. These form a profitable clientele for any store selling these materials. Why not advertise specially to them?

The argument in the advertisement of the Bon-Ton Millinery and Hair Parlors, Grand Forks, N. Dak., is not bad. It is written just as it is thought out. We advocate a little higher reasoning and a specific

New Fall and Winter Millinery



Constant growth of our business has given us unusual advantages. Our fall showing of millinery for women and misses is just another proof of this. A most gratifying collection of nobbly tailored and dress hats, well worth a journey to see, and best of all, you will be agreeably surprised to learn that all this exclusiveness, this assurance of style and smartness doesn't cost any more. We also have a complete line of sanitary human hair goods at reasonable prices. Mail orders promptly filled.



Bon Ton Millinery and Hair Parlors
103 Cottonwood St., First Block N. W. Phone 1063-L

offer in all millinery advertisements that are not distinctly opening announcements.

Monheit's, Omaha, Neb., Millinery Opening is shown for the illustration. This showing of their new styles is distinctive and out of the ordinary.



MONHEIT'S

Millinery Opening

Exclusive Millinery

The Paris

**Mirrors the Fashion
in Spring
Millinery**

Portraying the latest style-tendencies of the hour, and marked for the accurate and authentic presentation of the season's modes now in vogue.

Trimmed Hats
The attractiveness of the models shown, original creations direct from the noted French designers, lies in their striking individuality and their distinctive beauty, at
15.00, 18.00 to 45.00

Untrimmed Shapes
including many of the most exclusive styles, only found in the select millinery parlors; of tassel, hemp, hair, milan and rough Jap braid straws, at
98¢, 1.98 up to 8.00

Millinery Accessories
a unique assortment of Fancy Feathers, Flowers, Wings, Quills, Aligrettes, Ostrich effects, Ribbons, &c. All the newest colorings and branchings at most reasonable prices.

Our low prices do not mean a lower quality, it only means that you do not have to pay for maintaining an establishment in the high rent district.

**NOT ASSOCIATED WITH ANY
OTHER HOUSE.**

OPEN EVENINGS.

THIRD AVENUE
BETWEEN 61ST AND
82D STREETS, N. Y. CITY

Ruprecht Bros. Co., Dubuque, Ia., presents almost everything needed to make a good advertisement. If it had been strung together properly, this advertisement might have been improved. Give more information in the advertising. Make one see in the mind's eye a certain creation and remember it. Make them desire to see it. Then business will result.

The Paris, New York City, single column advertisement is full to overflowing with just the kind of information the woman who wants to buy a hat wants to know. This is good millinery advertising. The border and type are appropriate for millinery announcements.

The millinery advertisement should be changed every time the paper issues and something new shown. An illustration of some particular hat and a description of it with price is sure to create business.

The milliner will learn more about openings by reading the chapters devoted to "Opening a New Store" and "Spring and Fall Openings."

Besides newspapers the milliner should use circulars, personal letters, booklets and folders—all finding a profitable place in the advertising campaign.

**Fall
Hats**

See our white and colored Hats for early Fall. Large and small shapes



Our prices are the lowest to be had, from

**\$1.00
AND UP**

Special Prices
on
Willow Plumes

**Ruprecht
BROS. CO.**
1427 CLAY STREET
HATS TRIMMED FREE

CHAPTER LXV.

MUSIC AND MUSICAL INSTRUMENTS

WHEREVER one sees the dog and the talking machine one thinks of what? The Victor? Not always. Some people will remember that it was the Victor and not the Edison or the Columbia. However, this trade mark is worth fabulous sums of money.


The picture referred to above will be found in the J. C. Harding Co. advertisement. This Christmas advertisement is inserted for two purposes: one to attract people to the store window, and the other, to get them thinking of musical instruments for Christmas presents.

The H. C. Clarke Music House used a direct sale proposition. The words, "Music Rolls," should have been prominently mentioned to attract attention to the special offer.

A phonograph should not be hard to advertise. The price and the plan of payment can be offered. A picture of the delights of a phonograph in the home is as good a drawing card as a whole volume of words. The National Phonograph Company use some splendid black and white designs and many excellent arguments why one should buy the Edison Phonograph. These are intended for a national campaign and are educational in character.

The Arnold Jewelry & Music Co. advertisement of sheet music shows how specials may be advertised. This is a cold announcement, yet in cases of this class calculated to sell the goods.

The Winnipeg Piano Co., Winnipeg, Man., use a phrase in advertising the Columbia Grafonola that is sure to attract attention. It is "absolutely no scratch." That is very gratifying and will surprise many who have had experience only with cheaper machines.




This is the picture of the famous dog that hangs in our window, which, together with Santa and his reindeer, are well worth seeing. It will pay you to come in and select gifts from our line of

Phonographs and Records

PIANOS,
SEWING MACHINES,
SEWING MACHINE MOTORS,
BICYCLES,
TIRES, LAMPS, BELLS,
HORN, etc.

J. C. Harding Co.
832 KENNEL AVENUE



Famous Grand Pianos
KNABE CHICKERING

There is a difference in price between the Chickering and Knabe and most other pianos, but when you consider the difference in quality and the fact that with a Chickering or Knabe you purchase positive assurance of a lifetime's service, isn't this difference in price justified?

Prices from \$750
BOOKLETS WILL BE SENT YOU IF YOU ASK



Columbia Grafonola
\$250

In reproducing qualities the Grafonola represents the supreme height of achievement yet attained in sound production, its tone being full, clear, rich, powerful and absolutely satisfactory result of the application of every latest discovery in the sound-producing art.

ABSOLUTELY NO SCRATCH

SOLE AGENTS,
WINNIPEG PIANO CO
288 PORTAGE AVENUE, WINNIPEG



**In Our March
Clean-up Sale**

The special sale work will be all 44-50c Per. Packed Sheet Music (100 assortment) at 25c per set, 100c. 75c all others. Payable.

**The H. C. Clarke
Music House**
288 PORTAGE AVENUE, WINNIPEG

**SATURDAY
SHEET MUSIC
SPECIALS**

"WREY TO YOUR MOTHER, WHO DO YOU LOVE?"
"THAT HEAVENLY BELL"
"HOW DO YOU MISS JOSEPHINE?"
"LIZZY LATE COON SONG"
"BINGO" NEW HAD BY LOSEY,
"SEREN LAMP" HAD
"MUSKIE PLANT" HAD
"LOVE TREE WALTZERS"

ADD ONE CENT FOR POSTAGE.
YOUR CHOICE OF THE ABOVE LATEST SONG HITS AND INSTRUMENTAL MUSIC.

3 Copies for 50c, or 17c Per Copy.

Arnold Jewelry & Music Co
113 E. Main St.

CHAPTER LXVI.

OPTOMETRISTS AND OPTICIANS

J. W. NICHOLS, Waynesburg, has this to say in a recent advertisement: "The eye is Nature's masterpiece. Man cannot make anything so wonderful or so necessary as the eye. In all the world there is no substitute for it. It cannot be duplicated.

"If you had a delicate instrument that was absolutely necessary for your welfare and happiness, would you take chances with its care and use?


"If your eyes grow heavy, pain or blur; if you find it necessary to squint or frown to see well; if you have headaches or are nervous, you are taking chances with your eyes.

CHOOSING THE PLACE to have your eyes examined should not be difficult when you consider that we devote our entire time to the study of the eye, the examination for errors of sight and the making and fitting of glasses.

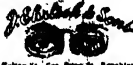
OUR SYSTEM means glasses especially designed and made to suit your particular needs.

Peoria Optical Co.
OPTOMETRISTS & OPTICIANS
Second Street, Peoria, Illinois, U.S.A.

COMPETENCY
IS THE
KEYNOTE OF OUR
SUCCESS



J. Ehrlich & Sons
Folger St., Cor. Nassau St., Brooklyn
Who's Your Oculist?
A family doctor or a dental is of vital importance chosen only with the greatest care.
Come Your Oculist
Will Save Glasses.
NOTHING is more important than your eyes. If you wear broken glasses, change & replace them. Let us have a chance to show you how we can save your eyes. We guarantee you glasses that will keep you from wearing them at all.
J. Ehrlich & Sons
Optician



Prince's Toric Lenses
Why Bother With Poor Fitting Glasses
Or take the risk of injuring your eyes when you can get from us, for the same price, lenses that are so perfect optically and mechanically as to be impossible to surpass?
Every lens is guaranteed perfect in material or grinding.
If you're wearing any other than PRINCE'S TORIC LENSES, you're not wearing the best.

Don't Visit Cincinnati Without Calling On Us
And Please Remember Prince's Toric Lenses are CALIBRATED TORIC LENSES.
Prince's Toric Lenses can be bought at no other house, as we are the sole makers and have no agents.

L.H. Prince
OPTICIAN,
108 W. FOURTH ST.,
CINCINNATI, O.



"You can have a free examination of your eyes by an expert graduate optician at my store and if any defect in refraction is found, get lenses properly fitted to correct it. I do no work or sell no goods that I do not fully guarantee. Don't take chances with your eyes."

Now, that would make an excellent circular letter, or elaborated somewhat, a fine booklet. As a newspaper advertisement, it is not likely to be read through. The reader will lose interest and the eye will seek other and less lengthy advertisements.

The essential points could have been taken and brought out in fewer words to advantage. A few words read are better than many not read.

The Peoria Optical Co., Peoria, Ill., make a good point, but do not bring out that point so that the reader who skims over the paper will get it. The idea, "All our time is devoted to the study of the eye," should have been made more prominent. Then the suggestion that for that reason that is the best place to go to have eyes examined might have been enlarged upon.

J. Ehrlich & Sons, Brooklyn, N. Y., make a great deal more out of the same idea. This is one of the best arguments an oculist can make in his advertising and should be made as much of as possible.

L. M. Prince, Cincinnati, O., calls attention to the Toric Lenses in a way to cause users of glasses to think. It is a question whether the line, "If you're wearing any other than Prince's Toric Lenses, you're not wearing the best," does not do more harm than good. Even if this is the case, the fact should be suggested mildly. No man likes to be hit with a club. A little diplomatic tap will be well received, but usually a man wants to fight when the other fellow goes for him too suddenly.

In a great many optical advertisements, illustrations similar to that used by L. M. Prince are shown. As a rule no explanation is given "of the why" of the illustration. This is not good policy. Either explain the workings of these lenses or omit the cut from the advertisement.

Harris & Hogshead, Chattanooga, Tenn., use an illustration, but it looks like a misfit. The use of such cuts is a drag upon good advertising because they do not produce results.

WESTERN UNION TELEGRAPH COMPANY

A TELEGRAM FROM HEADQUARTERS SAYS CONTINUE SALE UNTIL FURTHER NOTICE

TO GIVE EVERY ONE A CHANCE TO GET
\$5.00 SOLID GOLD FILLED SPECTACLES OR EYEGLASSES
For \$1.00

FOUR EYE SPECIALISTS IN ATTENDANCE

QUEEN OPTICAL CO.
 328 RACE STREET (Opp. The Fair)

Before You Go On Your Vacation Take Your Glasses to
McVey's
 and have them tested and repaired

Oklahoma's Skilled Optometrists and Opticians
 110 West Main Street

Glasses Repaired While You Wait

BROKEN GLASSES!

Have them fixed here. We have the best and latest tools and the skill to do it in the shortest possible time.

WE DO NOT SEND AWAY for our glasses, but find them here in our own shop.

HARRIS & HOGSHEAD
 The Chattanooga Optical Co.
 13 E. Eighth St.

The text of this advertisement is as good an advertising talk as one could ask for.

McVey, Oklahoma City, Okla., use a stock cut that is permissible, because it is like a sign of a clock or watch over a jeweler's door. It merely indicates the kind of advertisement it is.

The text is good, but why not, "An extra pair in case yours get lost or misplaced or broken while away from home?"

The advertisement of the Queen Optical Co., Cincinnati, O., is a type of all cut-rate publicity. It is sensational in the extreme. It can not be denied that they bring the business and if the work is creditably done, the advertising value is permanent.

The sale of frames and eye chains could be greatly increased by an intelligent advertising campaign.

Repairs to frames and replacing of broken lenses is a part of the business that is seldom advertised.

Prices cannot always be quoted in optical advertising, but whenever possible they should be.

Persistent use of newspaper space will bring an increased business in the goods advertised.

CHAPTER LXVII.

PIANOS AND PLAYER-PIANOS

THE piano and player-piano are perhaps the most advertised of musical instruments. They are really the representatives of the musical instrument family. The chief things advertised about pianos and player-pianos are, tone, finish and durability. Price and easy methods of payment, of course, come in for a goodly share of every advertising campaign.

The music dealer has two audiences to advertise to—the general public on the one hand and the musician on the other. An advertisement



The Selection of Your Piano

Is of greatest importance in completing the furnishings of a Modern Home.

Not only should you consider the excellence of the tonal effect, but the artistic appearance also. The case design must be of distinct character and in close keeping with the entire furnishings of your music room. Such instruments await your selection here.

We Have a Magnificent Selection of

"The World's Best Makes"

and represent exclusively here

Chickering, Everett,
Beak & Gerts,
Mehlin & Sons,
Harvard, McPhail,
Krell-French

Kranich & Bach,
Smith & Barnes,
Lyons & Pond,
Auto Piano Co.,
Pesse.

We are also manufacturers of the popular Forbes Piano. Our Prices are the most moderate. Our Terms very convenient. Old instruments taken in exchange, at full value.

E. E. Forbes Piano Company

Englehardt G. Rike, Mgr., Montgomery, Ala.

written to appeal to one class will hardly touch the other. If it is written for the expert eye, it may fly over the heads of the masses. If it is written to cater to the popular tastes, it is apt to cause a curl of contempt to overspread the expert's features.

Newspaper advertising should be directed toward the great buying public. The piano should be treated as any other article of common utility and sensibly described and priced when possible.

Such advertisements as that of the Howarth-Kelly Co. are practically valueless. They give no information

about any of their offers. They do not even mention the name of any of the pianos they sell. They serve merely to fill newspaper space.

The advertisements of the Barrett Brothers Music Co., Binghampton, N. Y., and the E. E. Forbes Piano Company, Montgomery, Ala., are of about equal value. Both are very well displayed and attractive enough but they fail to convince one of a desire for a piano. These are more rightly classed as general publicity; although there has been an attempt to make each of local importance.

A Good Piano Is a Source of Continual Pleasure

We Have Been Selling Pianos in Binghamton for Nearly Fifty Years

Our Pianos are made in the largest and best equipped piano factory in the world, and are of the highest quality. They are made in the largest and best equipped piano factory in the world, and are of the highest quality. They are made in the largest and best equipped piano factory in the world, and are of the highest quality.

THE BARRETT PIANO

BARRETT BROTHERS MUSIC CO.

Largest and Oldest Music House in Binghamton. 75-77 Collar Street

The advertisement of the E. B. Wood Piano Company, Boston, Mass., is the exact opposite in every respect. In this advertisement the whole story is told. Terms are given in a way that impresses one that they are not only low, but that they are the lowest. This kind of advertising makes people call to see the instruments offered. The border is unique and attractive enough to catch the reader's eye and hold it long enough to make the firm name known, even when pianos are not the uppermost thought in the reader's mind.

In our heart of hearts we cannot help but commend the advertisement of the Jesse French Piano Co., Chattanooga, Tenn. This firm has done some very creditable advertising of which that reproduced is merely one advertisement.

"Home, Sweet Home."

What Is Home Without a Piano

Music makes the home and there is no excuse nowadays for anyone going without a Piano. Consult WOOD, the Piano man.

Second Floor Prices. Terms That Suit

The money we save in rent is a discount on pianos saved for our patrons. These prices tell the story.

<p>New and Little Used Pianos, all makes. Mason & Mangin \$20 Hallett & Davis \$125 Al. Pash ... \$150 Yuse ... \$100 Interior Player Piano \$125 up Pianos ... \$75 Pianos ... \$275</p>	<p>E. B. WOOD PIANO CO. 611 Washington St., Boston. Consultation—Piano sold on credit and full description of your piano, price and terms. Name Home Term Cash Trade Selling Cash Trade Selling</p>	<p>Make Your Own Terms of Payment Krauch & Bach \$125 Henry F. Miller \$115 Berry & Pond \$125 Walter \$75</p>
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E. B. Wood Piano Company
411 WASHINGTON STREET
Elevator One Flight. But This Sign! Trouble Will Pay You Handsomely. Open Every Evening.
Over Child's Restaurant
Opposite Siegel's

Secure in the Hearts of Music Lovers

The Starr
Grand and Upright Pianos

The Starr Piano Indorsed by Lovers of Music



This Piano—The Starr—is most attractively a good instrument. No piano has ever received as many heavy endorsements from the Chattanooga public. Not a day passes but one or two (sometimes several) of these beautiful Pianos are selected from our salariness. There is a reason why the STARR enjoys such a LARGE SALE.

Jesse French Piano Co.
D. M. Coleman, Manager
722 Market Street
Chattanooga
Telephone Main 3736

Exclusive Agents for
Steinway, Starr,
Richmond and
Trayser Pianos

Piano Tuning
We are prepared to tune and repair your piano. Telephone us.

Goetz & Co., Brooklyn, N. Y., provide us with a typical bargain announcement. Prices are given with a vengeance. These are not only attractively low, but the method of payment, and the amount to be paid, is given so plainly that no one need hesitate about seeing these bargains. This is a good style of sale advertisement.

The advertisement of Wm. Burns & Sons, Claysville, Pa., is entirely uncalled for. Such a method of appealing for business is not only undignified, but usually unsuccessful.

Unless a merchant has some offer to make to the public he had better keep out of print. Such boastful statements as those of Burns & Sons are inexcusable.

The music dealer can make good use of fancy borders in newspaper advertising. In fact he may use fancy borders around his advertisements that would be out of place in many other lines.


Piano advertising is almost all done along the same lines. There is a lack of originality in all the descriptions. Take any advertisement

reproduced in this chapter and change the name of the piano advertised and it will answer as well.

The Seals Piano Company advertise in much the same manner that fifty per cent. of piano dealers advertise. Here we have an advertisement with two styles of pianos illustrated—an upright and a grand. These illustrations are used for no other purpose than to attract the eye. They serve their purpose well.

The argument is not badly put, but is too general to make much of an impression. It reads:

"Tone? Durability? Price?"

Tone Durability ? Price

THAT THREE QUESTIONS must always be satisfactorily answered before a piano is purchased. We know that we can give a satisfactory answer to all three and you cannot but have our water-come.

We have the largest variety of new makes that is exhibited on this city. We will give our personal guarantee on every one of them. We know what each one will do and we will not claim that it will do more and have you disappointed shortly after you have made your purchase.

We handle eighteen different makes, thus giving the greatest range in tone and price and also leaving you nothing a perfectible piano.

"The Best Place to Buy a Piano."

Seals Piano Company,

Bell Bldg. Wm. L. Van Pelt, Mgr. Phone 37

Piano Facts.

Our competitors cannot even approach our prices with the same

Quality of Goods

the accuracy of the standard facilities for conducting a music business that some of our competitors have.

Our prices to you are regulated by what our instruments cost us, and not by what you are able to pay

Wm. Burns & Sons,
CLAYSVILLE, PA.

[illegible][illegible]

"These three questions must always be satisfactorily answered before a piano is purchased. We know that we can give a satisfactory answer to all three on any piano we have in our warerooms.

"We have the largest variety of fine makes that is exhibited in this city. We will give our personal guarantee on every one of them. We know what each will do and we will not claim that it will do more and have you disappointed shortly after you have made your purchase.

"We handle eighteen different makes, these giving the greatest range in tone and price and also insuring your getting a serviceable piano."

A talk like this is effective if not used too frequently. Between times it is wise to advertise a piano, give its name, qualities, finish, price, etc.

"If you have an ear for music," read E. E. Forbes Piano Co.'s, Natchez, Miss., advertisement, and "don't buy a piano until you get our new special introductory offer." Not so bad as some we've seen.

The player-piano offers so many opportunities for the advertiser that it is a wonder many more piano dealers do not feature them. The

best plan for offering these would be to have exhibitions, to invite prospects in to have a look at its mechanism and to hear its sweet tones. Many people have never heard one and class these with the hand organ. This should not be, and would not be, if it were properly advertised.

It is a question whether the argument used by the W. H. Howard Piano Co., Atlanta, Ga., will hold water. Why not tell of some of these most wonderful bargains that are making them so busy? If they did perhaps they would be busier selling pianos.

**Come Here—
You
Who Love
Good Music**

⤴ This store of ours is full of instruments that will interest music lovers—Pianos, Player-Pianos, Perfected Music Bells, Silver Mugs—everything for the man or woman who knows and appreciates good music.

⤴ We carry many different makes of Pianos. There is one here for you, whether you want a Great Piano or an Upright—Piano at \$200 or \$1,000.

⤴ None of all the equivalent makes represented in our stock there is one that we believe is "Prized over Pianos"—"First among its equals." This is the Knabe Piano—the personal choice of the greatest musical artists of today.

⤴ Come in and see what we have to offer, and ask to see a Knabe of the self-name model as that used by Marie Stenberg.

⤴ The highest possible value allowed for your old piano taken in exchange. Terms may be arranged to meet your convenience. Write for handbills in U.S. material catalogs.

E. B. Guild Music Co.
722 Kansas Avenue Topeka, Kansas
KNABE AND STORY & CLARK PIANOS



Our store is not a palace. If it was we would have to pay the landlord a part of what we save you in the price of Pianos.

Call us for tuning! We keep no old but first-class tuners.

Templeman Piano Co.
THE ONLY HOME PIANO CHAIN
Phone 626, 225 Market St.

Don't Forget

To visit our store and see the Fine Player-Piano won by Miss Beulah Guy, 432 Highland Avenue, Atlanta, Ga.



We are simply rushed selling Pianos and getting them into the homes.

Greatest Piano Purchasing Opportunity Ever Offered

To the people of Atlanta and vicinity. You must not put off coming in early before the selection is gone.

Store Open Evenings 'Till 10 O'clock

W. H. Howard Piano Co.
(For the Famous Smith & Barnes Pianos)
Phone Bell 2725 M. 17 E. Alabama St., Atlanta, Ga.
Adams 2352

The
Supremacy
of the
STEINWAY

over all other makes is again positively proven by the adoption of the STEINWAY PIANO by the Aeolian Company as its leader for the incorporation of the unrivalled Pianola inside player.

Everybody who makes a piano can claim that his product is the best, but why any other manufacturer corroborate it? When, however, one of the most powerful international organizations and factors in the musical industry puts its seal of supreme approval on the STEINWAY PIANO, it should convince not only the unbiased but also the music-lover.

STEINWAY & SONS
Steinway Hall, 107 and 109 East Fourth Street
Sole and Exclusive Dealers in the South

The advertisement of the E. B. Guild Music Co., Topeka, Kas., is a little out of the ordinary in both text and display. The latter is very good and while attractive is easily read. It is invitingly divided into short paragraphs that one can hardly resist reading.

For the purpose of bringing out the fact that they can give low prices, the Templeman Piano Co. say their store is "not a palace." This is hardly in good taste. It might make some prospective customer think the firm making that statement was just a little behind the times.

As general publicity is a good thing for the manufacturer, Steinway & Sons' advertisement is good. The argument they bring out is one that is reasonable and likely to have its effects in sales of this piano.

For further remarks on music advertising, see chapter on Music and Musical Instruments.

CHAPTER LXVIII.

REAL ESTATE

THE live real estate dealer advertises these days. He makes business. There was a time when he had properties listed at his office and there awaited some interested person to whom they might be shown. His only advertisement was a card in his local paper stating that he was a "Real Estate Agent." Not so today. The live agent has large advertisements describing properties. He has agents looking around all the time for possible buyers.



A Home Worth Its Weight in Gold

That, figuratively speaking, is the beautiful home that we offer for sale.

It is situated in the Highlands, on one of the prettiest streets, and the surroundings are of the most pleasant nature. It is handy to street cars, churches and schools, and is in fact an ideal home.

The house contains eight well lighted and sunny rooms and they are perfectly appointed. It is finished in the best of materials and has every modern convenience—bath, open plumbing, hot and cold water, set tubs, furnace heat, cemented cellar. Besides this there is a large lot of land.

Words are far too inadequate to describe this elegant house—to be appreciated it must be seen. We want YOU to come to our office TOMORROW and allow us to show you this house and explain to you more fully.

The price that we ask for this well built and attractive home is so low that you'll wonder why we can sell it at that price—\$4500!

COME TOMORROW AND SEE IT

'YOUR SATISFACTION IS OUR SUCCESS.'

EUGENE G. RUSSELL

Real Estate and Insurance

407 Middlesex Street

Near Depot

What Shall You Do With Your Idle Money

in order to get the greatest profit from it, and yet have it safely invested? Stocks are unreliable. Daily events prove it.

Good Real Estate is Profitable,

and is absolutely safe, too. It grows in value each year. We have some investments worthy of your investigation. Will you call and let us talk it over?

Pensacola Investment Co.

A. M. SPALEWHERTE, City Manager.
W. E. KNOWLES, President. R. A. SIMPSON, Secretary.
J. E. STILLMAN, V. Pres. and Gen. Manager. KNOWLES RYAN, Treasurer.
Real Estate, Loans, General Investments.
215 South Palafox Street, Pensacola, Florida.

The advertising is much improved, going into details, showing up the advantageous points of the properties, telling why it is a good advertisement. It does not abound in generalities as of yore, but delights in giving details.

The Pensacola Investment Co., Pensacola, Fla., advertisement is an example of the old style that says, "We have real estate for sale." The Eugene G. Russell, Lowell, Mass., advertisement is a type of those that say, "We have a house and lot for sale cheap; it has eight rooms, etc.; it is a bargain at \$4,500." Which advertisement is more likely to sell real estate? Surely not the one from Pensacola.

This is where the old-time real estate agent quits work. When he had gone so far, he thought he had reached the limit. But now the agent must have a new subdivision opened at least once a year. Pages and half-pages in local papers, balloon ascensions and fireworks, free car rides and any other

attraction that will draw a crowd to the spot are freely used. The real estate agent has an office (often in a tent), and takes every prospective buyer in tow. But first, streets must be laid out, water connections, gas mains, electric lights, telephone lines, paved streets and other improvements must be completed. Then by the aid of the brass band and the other side-show attractions the buyers are assembled.


The inducements to purchase are innumerable and often varied. Easy payments are among the winners. In some cases lots are sold at nominal figures to any one who will build at once a house of a certain size and value. This is often done when the tract being sold in building lots has but recently been known as farm property.

When once a prospective buyer gets into an agent's hands, it is hard for him to get away without buying a lot of some kind. He is followed up constantly with personal and printed or written solicitations to purchase.

The classified columns of the daily and weekly papers can be used very successfully in advertising real estate. The principal object in view should be to obtain names and addresses of possible customers for real estate. The newspaper box is sometimes used to shield the name of the firm advertising. The classified advertisement should just tell enough to whet the curiosity of the prospective purchaser, but it should go far enough to be sure of securing his name. When the name of a "prospect" is secured, personal solicitation and salesmanship must do the rest.

The real estate business has even extended into the mail-order field. Not merely in isolated cases where farms are exchanged for city property and vice versa, but where whole plots and villages are sold to persons who have never seen the land. That there is profit to be made in real estate every agent knows, but as a usual thing, he is content to pocket his commission and be satisfied, instead of advertising and pushing sales.

Free Tickets



Watts is only fifteen minutes from the center of Los Angeles! Washington Depot, our "Old and Main St."

Watts is on the best electric line in the world.

Watts is the point where the new double track branches off to Santa Ana.

And remember—the town of Watts already is, and it is growing rapidly.

The school house is being dropped in site. New business houses and stores are looking at Watts.

ONLY \$50 AND UP ONE \$ A WEEK

ONE

DOWN

AT

WATTS

LOTS

No Interest - No Taxes

5 Lots only \$5.00 Each

The fact that a portion of this Tract is under cultivation as a vegetable garden and more of it in alfalfa, is proof of the quality of the soil.

Full width streets, all graded in first-class manner.

Fifteen foot alleys to all lots.

The Pacific Electric Railway runs right through the center of the tract with a station on the property.

to parties who will agree to build within 60 days

Secure your tickets and maps at our office today

Prudential Improvement Company

Sole Agents

114 W. Central Ave. and 114 W. Central Ave.

Phone: Main 1141

Phone: Main 1141

ON SUNDAY, NOVEMBER 5th

WATTS PARK TRACT

The tract, which you have all been waiting for.

These are the cheapest lots ever put on the market anywhere around Greater Los Angeles at only \$1 down and \$1 a week. No interest, no taxes.

5 Lots only \$5

Free Tickets

5 Lots only \$5

Free Tickets

CHAPTER LXIX.

SHOES

SHOE advertising has improved most wonderfully during the last ten years. In fact the improvement in shoe advertising has been greater in some respects than that of any other class of advertising, except, of course, department store advertising as a whole, which includes shoe advertising. This improvement is due largely to the manufacturer who has taken his place in the retail world. He has hired experts to prepare his advertising. It was good advertising—resultful advertising. Other manufacturers, who sold their wares through the retailer, began to take notice, and finally began preparing advertising matter for the retailer's use. This was supplemented by suggestions and samples of good newspaper advertisements. Besides this he furnished the retailer with large quantities of good cuts for newspaper use. These helps, and the competition encountered from the manufacturing retailer, aroused the shoe retailer and started him on the road to improvement.

In the face of this improvement there is a great deal of poor shoe advertising being done; a great deal of senseless shoe advertising; a great deal of useless and wasteful shoe advertising. This costly and least resultful advertising is not being done by the merchants who realize the value of good advertising, but by those who advertise because their competitors advertise; who advertise because they wish to get the custom of the public. Added to these are many who are merely advertising because they have been accustomed to do so, but who do not think advertising pays very well.

The shoe advertiser has a large range of subjects upon which to write. He can talk about the style of the shoe; about its fitting qualities; about its wearing qualities, and about its general desirability. He can tell all about the leathers and linings, how the shoe is made and by whom it is made. There are any number of details that can be brought out with a little thought and study.

There is a great deal of latitude allowed the shoe advertiser. Look for a moment at Geuting's advertisement. Here is shown the up-to-date bride's shoe wardrobe. This is calculated to sell shoes in sets rather than in single pairs. The groom's shoe wardrobe could be shown in another advertisement.

Bridal Slippers
\$4

The Up-to-date Bride's Shoe Wardrobe
A complete shoe wardrobe, more complete than a person anywhere else, because we offer fourteen different makes in choice from fourteen that many away can choose at about half what is usually charged.

Bridal Slippers
Black leather or with beautiful patterns or patterns of black leather, \$4, \$5, \$6.

Pumps
Patent or black leather, \$4.50; Patent or white Buck, \$5.00 to \$7.00.

Wing-Tip Oxfords
All sizes and widths, for the day, \$5.00 to \$6.00.

Bonded Slippers
Tweed, Knap, Green, grey, and black, \$5.00 to \$6.00. In all cases, \$5.00 to \$6.00 with Patent and Buck shoes, \$5.00 to \$6.00.

The Pump
\$4

STOCKINGS
To match all styles, Hosiery is made by experienced eyes, at \$3.

GEUTING'S
1230 Market Street

The Bullock Shoe Co. offer something out of the ordinary—a line of shoes suitable for those in mourning. Surely this feature of the shoe business is worth advertising?

Seasonable advertising and advertising to certain classes, or advertising shoes for certain occasions is one of the best methods of gaining direct results. Men's working shoes are sold in sufficient quantities by some shoe merchants to warrant considerable advertising to the laboring classes. This can only be done by advertising the class of goods they wear. It is not sufficient to say, "Shoes from \$1 to \$7.". This statement

"The Quality Shoe and Stocking Shop"

Appropriate Footwear For Mourning



THE ladies of Montgomery are cordially invited to attend a special showing of the most exclusive styles in mourning footwear ever placed on exhibition in this city,—styles that are so-date and refined, and made from the most elegant leathers and materials of the season.

Thirty-Two Distinct Styles and Leathers

shown in Suede, Velveteen, Silk, Cravenette, Mat
Kid, Gun Metal, Calf and Calf Kid, Pump, Ankle
Strap, Ribbon Oxfords, also one and two instep straps.

\$3.00, \$3.50, \$4.00 and \$5.00 the Pair

See Special Window Display

Phone
390

BULLOCK
SHOE CO.

27
Dex or
Ave.

Tans, Sir!



Yes, they are going to be extensively worn this spring.

THE burnless, hurtless, cool, dressy shapes, that will strike your fancy the instant you view them, shown in various pleasing shades to suit all tastes: Dulls or shiny, too, if you prefer.

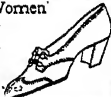
Begin wearing them early for comfort's sake.

Style illustrated is our **\$4** 'High Jinks', a winner, at **\$4**—others most any price you want, **\$3 to \$5.50**

Payne Shoe Co.
THE BIG SHOE STORE—715 KANSAS AVE.

ANDREW ALEXANDER

Low Cut Shoes for Women



The *Elektra* Tie as illustrated, black calf or patent leather, \$7.
The *Harvard* Tie, two systems with ribbon lace—smoke, last, \$3.50 to \$5.
The *Hentley Pump*—both low and high heels—with stout sole, \$10 to \$15.
Every good style, new and old, in this immense stock.

SIXTH AVE. AT NINETEENTH ST., NEW YORK

must be definite. "Men's hard wearing working shoes for \$2." This is a definite statement and will start a working man thinking.

The Payne Shoe Co., Topeka, Kas., take up the question of a change of styles with the advent of a new season. Advertising so timely as this must result in good sales. This advertisement is most pleasing in display.


Andrew Alexander, New York, shows us a good style of display and make-up for advertising high-class lines to a high-class trade.

Hammersmith, Houston, Texas, and Jarvis, St. Paul, Minn., are much on the same order. The double-column advertisement has the advantage in display. Jarvis' argument of "35 years" service is likely to attract many who believe an experienced shoeman knows more about shoes than a young and inexperienced one. Hammersmith's statement is clear and emphatic.

Both of these advertisements are good as far as they go, but they halt right on the threshold of interest. People want to know something about these shoes; about how they look, how they are made, and so forth. Tell them and you make sales.

The Matthews Shoe Store loses much of the effectiveness of their offer by omitting the word "on" after "reduction."

The advertisement of the Knott & Awtry Shoe Co. is a beauty. White space is so effectively used here that the advertisement cannot escape attention. The bunching of the type-matter makes it look inviting.



Special Selling Event
75c to \$1.25
Reduction
Pumps and
Oxfords
Matthews Shoe Store
 606 Kansas Avenue

Hammersmith's \$4 Monarch



Is' the longest wearing, best looking, most perfect fitting shoe sold in Houston for the price—made in all leathers, high and low cut.
30 Styles to Select From
Hammersmith's
 303 Main
 CASH—SPOT CASH—SHOE HOUSE



Dependable Shoes
 I've made shoes a study for 25 years—that's why my shoes are fast becoming popular. They in and for my summer line of oxfords. Some corking good styles at **\$4**.

Jarvis
 THE SHOEMAN
 106 East 5th Street.

A Shoe Store for Shoes



Buying Shoes of me means shoe economy and guaranteed satisfaction to the only feet you have. I want you to know that in footwear for women, men and children you get from me the best leather values as well as the latest styles known to the entire trade. No department store, or any other, can approach or match my values.

SNATTINGER'S
 620 Kansas Avenue

Aukle Strap Pump,
 Full and bright in color.
 Extra special **\$2.65**
 today

One of the Newest



It's an "ATALANTA."
 Notice the shapely toe, the graceful arch and the well turned heel. Try it on and see how snugly it fits about the heel and instep. Wear it and note how durable it is, and how well it holds its shape.

This is just one of many pretty models at three-fifty. Others from **Three to Five Dollars**

Knott & Awtry Shoe Co.
 "The Shoe and Stocking Shop"
 Twenty-Five Whitehall

This advertisement cannot be improved upon in display, although the text might have included a short description of the shoe and not leave it all for the illustration. However, if this advertisement did not draw business, it was not on account of its lack of description, for the cut shows pretty fully the style, leather and make-up of this pump.

Snattinger's advertisement is another good style of display. Snattinger uses the personal pronoun in this advertisement and in doing so adds a personality to his business that the more general "we" cannot give. By adding a brief description and giving the price to this pump, the whole becomes a specific offer and is therefore good.

The freak display of The Palace Clothing Co. is very clever and attracts attention. The text is sure to convince the reader that here is just the swell goods.

Schuler & Pitt advertise a 50-cent sale for two days, but fail utterly to give us any satisfaction as to details.

In the advertisements reproduced with this chapter will be found many points that could be made more of and some that should never be used at all. The main thing in retail shoe advertising is to advertise specifically, that is, one thing at a time, and that thing well.

\$3.50 **Another New One Out Today**



Here's still another very clever Washburn oxford we've just included with our special series of exclusive models at \$3.50. It's called the "Little Bull." Mounted on antiseptic heel and equipped with a leather upper, has an extra high military heel, and ultra-smart finish. In one shade, including the elegant "Patent" in black, at only four dollars. We can't begin to do justice here to the distinctive character and quality of these elegant oxfords we are including at.....**\$3.50**

\$3.50



Ladies

Just in by express, Black "Clavette" Ankle Straps, made in our own exclusive model. You really ought to see them. They are swell. Also a new colonial Pump made in patent calf, gun metal and mat goat leathers, with colonial ornament. Both of these styles have the new bent slip counters, and are \$5 lookers. Our price—

\$3.50

Auerbach & Guertel
The Palace
CLOTHING CO.



AT THE SHOE CRAFT
50c SALE
TODAY AND SATURDAY

You can save 50c on any pair of Men's or Women's Patent Oxfords in our stock, Friday and Saturday.

SCHULER & PITT
THE SHOE CRAFT, 47 NORTH HIGH.

\$1.97 Buys
Men's and Women's
\$2.50 SHOES


As Our
AUGUST SHOE SALE

The Women's Shoes are in Vici Kid, Britton, or Lace, medium high heel or low heel, like picture.

The Men's Shoes are in Calf, Kid, Patent or Tan, Lace or Turn-on, any style top, all sizes.

DON'T WAIT! GET YOUR SIZE TO-DAY.

J. G. JACKLE & SONS, 75 Bank St.

Copyright 1926 by C. E. Zimmerman Co.-No. 14

SCHOOL TIME

Now that your children will be going back, you want them to appear as well as other children and at the same time you do not want to add to their sorrow of going back to school after summer vacation by having them wear shoes that pinch and bind.

"EDUCATOR SHOES"

have the proper shape as they "let the foot grow as it should." We are the sole agents.

STERTZER'S
"THE HOME OF GOOD SHOES."

326 Main Street, Phone 580 Hackensack, N.J.

CHAPTER LXX.

SPORTING GOODS

SPORTING goods appeal to all in these early days of the twentieth century. Not many years ago most articles that could be classed as sporting goods were mere luxuries and they appealed only to the wealthy classes. But things have changed. Little Johnny must have a

King Baseball Reigns!

AND his thousands of subjects bow in submission to his orders. Today our hat is off to the Western League and in particular to the St. Joseph Team. May our boys go through a successful season, winning every game possible and, if beaten, go down fighting until the last man is out.



GLOVES
Boys' Gloves, 75c to \$1.50
Men's Gloves, 50c to \$2



CATCHER'S AND FIRST BASEMAN'S MITTS
Boys' Mitts, 25c to \$1.50
Men's Mitts, 50c to \$2.50



BOYS' BASEBALL SUITS, 75c



BALL BATS, 5c to \$1.50




BALLS
5c to \$1.25

We have a complete line in Spalding's athletic library. New to play each position. Written by men of authority. **Klob** 2.00
Also the **Wash and Spalding Base Ball Guide**.
Each 10c, by mail, 1.5c

MAIL ORDERS ARE SHIPPED PROMPTLY.
SEND OR ASK FOR CATALOG.

Wm. Ellinger Sporting Goods Store
418 EDMOND STREET. Member Retail Merchants Association, National Trade Unionists. BOTH PHONES 626.

Are You Prepared for the Hunting Season?



It not, you should do so immediately.

We have most every thing for the hunter.

Hunting Coats, Vests, Caps, Guns, Gun Cases, etc.

We carry Winchester and U. M. C. ammunition.

A. B. RHEINHART

Hardware and Sporting Goods

league ball now to play a match game of baseball—no ten-center will do for America's coming world's champions.

Speaking of baseball! Does not the advertisement remind you—

This is a healthy advertisement and one in which a local pride is harnessed to a live, go-ahead firm and between them Wm. Ellinger and his sporting goods store are coining money.

Read the advertisements of the Oklahoma Sporting Goods Company and Barns & Nuss Co., Grand Forks, N. D. These are good for the baseball season.

There are so many other games of great importance that it is surprising we do not see more good advertising of footballs, tennis racquets and nets, bowls, golf balls and clubs and so on. The sporting goods dealer can wake up a little and not make much of a stir. Of course,

hardware stores carry sporting goods and in some cities there is no exclusive sporting goods houses. The hardware dealer is not a very enthusiastic advertiser, either, and he lets sporting goods create their own demand to a certain extent.

The Alabama Fidelity & Casualty Co. take advantage of the baseball season to advertise their death and dismemberment policies. It's a cute advertisement. It is worth reading—but there is sure to be disappointment to the enthusiastic "fan," when he finds it is not \$500, but an insurance policy for that amount that is offered.

Warner & Munn Co.

BASEBALL SUPPLIES

With the opening of the 1911 baseball season we are in a position to furnish everything wanted for that very popular sport.

Spalding Line

which assures you the best, reliable possible to procure

Bats, Balls, Shoes, Bat Bags, Toe Plates, Shoe Plates, Mitts & Gloves, Horn Knives, Body Protectors, Ankle Supporters, Vampire Indicators.

We are also in a position to furnish any article made by Spalding.

We solicit patronage for baseball supplies and uniforms from clubs throughout the state.

Warner & Munn Co.

LEADING HARDWARE MERCHANTS
OPPOSITE POST OFFICE



**The Bass
Are Biting**

AND WE HAVE THE

**TACKLE
and BAIT**

TO CATCH THEM

Frank S. Bump Co.
Cor. Court and Wall Sts.



**BASS
ARE
HUNGRY**

**Spawning
Season
Is Over**

Game fish now running,
and are ravenous.
We have the proper diet
for them.

Now let attractive Bait
just received.
Plenty of Bucktails and
Spinners.
All kinds of Rods.

Wight Bros. Co.
805 Market St.

\$500.00

To the first home player making a clean home run, we will present one of our Death and Dismemberment Policies, paying a benefit of \$500, assuring the player excellent protection for thirty days from date. Winner to call upon Howard C. Forbes, Underwriting Manager, of the

Alabama Fidelity & Casualty Co.,
810, 818 Ball Building and Get Policy.

Right At The Bat!



WHERE YOU FEEL THAT TINGLE OF THE NERVE AND EXERCISE THAT IS SUPPLYMENT OF THE BASEBALL GAME. THE BASEBALL PLAYER MUST KNOW THE QUALITY OF THE GOODS HE DEALS WITH THE NAME AS THE SUBSTITUTION MAN.

We have been in the forefront of the Oklahoma sportsman since beginning of our business and we illustrate our present success to the fact that "QUALITY" has been our watchword always. It may be a baseball or a baseball suit—perhaps only a glove or it might be an entire outfit.

for a baseball suit—whatever it might be you get the most for your money here. By the way, we do all the besting in your mind free of charge.

COMING AND GET SOME INFORMATION OF 1911 RULES—GOOTS FOR NOTHING.

Oklahoma Sporting Goods Co., 222 W. Main

Wight Bros. Co., Chattanooga, Tenn., give us a typical advertisement of fishing tackle. That of Frank S. Bump Co. is practically the same in ideas.

A. B. Rheinhart, Grand Forks, N. Dak., asks a pertinent question of every hunter. It must be answered and in the answering comes Rheinhart's benefit. This advertisement might better have taken some one of the dozen or so articles mentioned and made some effort to sell it. The sporting goods dealer should be as specific in his offers as the department store. Specific advertising pays all retail advertisers better than any other style of publicity can.

CHAPTER LXXI.

PHOTOGRAPHY

THE photographer should advertise freely and does not. As a rule, when he does, he only uses a two-inch, or even a one-inch card. These cards are, of course, much better than nothing. The photographer could educate the people to the use of more photos by constant advertising.

"The Kiddies"
 Are my Specialty.
 Bring them in now.
 TWO STUDIOS
WELKER'S STUDIOS
 426 and 572 MAIN STREET

The Exposition Panel \$3 Per Dozen
 Our New and Latest Style
Pull up to our well-known standard. Baker Photos are seldom offered at this price. Why have the "viter" kind when you can get the best at so low a price?

The Old Reliable *Baker Art Gallery* State and High Streets
 COLUMBUS, O.



Bring Your Babies to the
BABY
PHOTOGRAPHER
Miller Studio

The Boys and Girls
 Will Soon Be
 at School Again!

While they're feeling and looking well send them to one of our Studios for their photograph. You'll be sorry if you let them grow up without a good record of their youth.

"The Pittaway Studio," 58 Sparks St. or "The Jarvis Studio," 117 Sparks St., will give the best of satisfaction.

COME TO-MORROW,
DELAYS ARE DANGEROUS!

Wilker's Studios use only a small space, but it is used exceedingly well. The idea of making children's photos a specialty is good business. Where a medium class of work is done it is a great advantage to have a specialty of this kind.

The Pittaway Studio and The Jarvis Studio, Washington, D. C., strike a note of warning that is almost gruesome in this advertisement and yet it is good advertising and well brought out.

Many a mother has bewailed the fact that she put off having her children photographed until it was too late.

The advertisement of the Miller Studio is sure to attract the attention of fond parents. This advertising one idea at a time is bound to produce better returns than an effort to talk about all kinds of photos in general and in the end talk about none convincingly.

The Baker Art Gallery, Columbus, O., have a headline that will cause the question to arise, "What is an 'Exposition' Panel anyway?" A few words of explanation might have added value to this advertise-

ment. The headline tells the whole story, lacking that explanation. The rest of the text is superfluous. This firm may have thought it wise to arouse curiosity in this manner. Perhaps it was.

C. J. Snyder, Topeka, Kas., prepares the 'good people of that city for a fine exhibition. If this was followed up upon his return with a good "reader" about what he has learned and intends doing, Snyder should do a good share of the business in portrait photography.

Newing specializes in platinum photos. Of course Newing knows all about platinum work. But the average reader of a newspaper does

PLATINUM PHOTOS
Of Quality

We specialize on platinum portraits and are prepared to give you Quality Work.
 Our equipment is right up to date and we will give you anything and everything in the photograph line and guarantee to please.
 We frame pictures artistically

Newing **Corner Court and
 Washington Sts.**

Wait

I will attend the **National Photographers Convention** at Milwaukee, July 9th to 18th and upon my return will show the very latest creations in

Portrait Photography

C. J. Snyder 722 Kansas Avenue

**Photographs
 AT HALF PRICE**

Sit now for some First-Class Photos while the reduction is on.

A dozen cabinets at the price of half a dozen.

This offer is only good until the first of April, so don't delay.

Burgess' Studio
 Ross Block Simpson St.

not. Hence it was up to Newing to tell them. But he does not do so and half the force of his advertising is lost.

Now, if you want a good bargain in photographs, just go out to the Canadian Northwest and hunt up William A. Martel in the city of Winnipeg. The best of bargains is offered in his advertisement. Surely this is good advertising. It gives prices at which this kind of work can be obtained. That is at least a part of the information an advertisement should contain.

Burgess offers photographs at half price for a short time. Perhaps this is all right, but we doubt it. Burgess will be tempted to slight his work, because it is bringing him only half the regular price. Far better to raise the standard of the work than to lower it.

The photographer can advertise quality and emphasize price. He can tell about the different styles of mounts and shapes of pictures he is able to furnish. He can introduce the novel productions of the New York and Chicago studios by clever advertising.

Now, if You Want a Good Bargain in Photographs

Go to Martel's and see the big display of their high-class, finely retouched photographs, which they are offering at reduced prices during the Exhibition. They have over a hundred of the very latest styles to choose from, and their photographs are all guaranteed to have the best finish and retouching. Each person having their photograph taken will receive a handsome premium free with each dozen. The following are some of the premiums they are giving away free:

One Retel Gold Brooch, with Photograph placed in it. Value	\$1.50
One 8x10 Photograph Enlargement. Value	\$2.50
One 18x20 Photograph Enlargement. Value	\$5.00
One Handsome Handkerchief Set, with your Photograph placed in it. Value	\$3.00
One Handsome Medallion, with Photograph placed in it. Value	\$1.50

They invite you to call at their studio when in the city, and see the samples of their photographs, as it will cost you nothing to do so.

William A. Martel
Photographer 255½ Portage Ave. Winnipeg

DON'T




spend your money for Xmas Gifts before you've seen our Special Portrait Calendar with Cabinet Photograph, 6 1/4 x 13 1/4 inches. A beautiful Xmas and New Year remembrance at a reasonable price. ☞ ☞
YOUR FRIENDS WANT IT

The LATEST

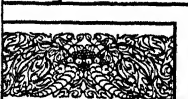


OUR Photographs in Leather Novelties — for Birthday Anniversary, Christmas & New Year's Gifts. We want you to call and see them — NOW!

ORDER your Photographs now. It will give us time to do our **BEST** work on them and you get "the pick" of the newest styles made by **TAPRELL, LOOMIS & COMPANY** of Chicago



A SPECIAL STYLE FOR BABY



—this is the Baby Studio

Your Photograph in Leather Novelties
 Novel, Classy, Fashionable
THE BEST for Christmas, Anniversary and Birthday Gifts
 ☞ Costs nothing to see them

Suggestions for Photo Advertising

CHAPTER LXXII.

PHOTOGRAPHIC SUPPLIES AND KODAKS

EVERY one is familiar with the phrase, "If it is not an Eastman, it is not a kodak." Why? Because thousands of dollars have been expended in advertising that fact to the public.


Gillespie & Reiber, St. Joseph, Mich., like to talk kodak—and they do it very nicely. This is a quiet little talk on quality. A few words as to the fact that all cameras are not kodaks might have fitted in here.

We like to talk Kodak.

We are always best satisfied when our customers are best satisfied. That's one reason why we like particularly to talk about the goods in our photographic department. The Kodak goods have quality written all over them. They are our kind of goods because our kind of customers, the quality kind, can appreciate them.

KODAKS

made and popularized amateur photography. They have always lead in improvements, in new ideas. But what is of equal importance is the careful workmanship and the superb lens and shutter equipments. Yet they are not expensive—\$5 up.



Gillespie & Reiber
Druggists and Chemists, 220 State St., St. Joseph

KODAK THE COMPLETE
Kodak Store

KODAKS AND BROWNIE CAMERAS
Kodaks \$5 up
Brownies \$1 to \$12

Let us show you the full line of Kodaks and Brownies and help you to a selection. Load your Kodak with Non-curling Kodak Film. The Film that's right.

Developing and Printing
Prompt Service

Kodaks and Cameras taken in exchange

F. E. COLWELL & CO.
459 Broadway Albany, N. Y.

"YOUR KODAK, MAN"
IS AT YOUR SERVICE



Get Your Camera HERE

SEND YOUR FILMS AND PLATES HERE FOR DEVELOPMENT
You Will Be Pleased

SUSSMAN
225 & 226 PARK AVE.
LARGE PHOTOGRAPH AND PLATE DEPT.

The Columbus Photo Supply offer to teach purchasers how to operate kodaks. That is a feature that might be made much more of in all kodak advertising. In fact, the dealer might make more out of that idea right in his store. He might supply a dark room for experimental lessons and have some one there to teach the processes of developing films and plates and show how the different developers work.

F. E. Colwell & Co., Albany, N. Y., advertise themselves as "The Complete Kodak Store." "Developing and Printing" is done and kodaks and cameras are taken in exchange. That is pretty nearly a complete tale.

The Dayton Camera Shop, Dayton, O., advertise Ansco films so convincingly that the reader should be persuaded to try at least one—what? Does this Ansco film come in cartridges, rolls, loose films or how? Will they fit any camera or kodak? Surely these facts should be told for the benefit of the amateur.

Sussman, Baltimore, Md., advertise that "Your kodak man is at your service," and then show a picture of a woman. The text appears to have been written in a hurry and that Sussman was "too busy to write ads." Surely something more could be told of this service, or it might have been told in a more suggestive manner. Make the reader want what you've got. If you can your fortune is made.

E. B. Keyrowite, St. Paul, Minn., tell about their service in a much more interesting manner.

The "ANSCO" Film

OUTDOORS in midsummer, when the sunlight is strong and glaring and shadows are deep, then does the improved film, ANSCO FILM, emphasize its value. It is so finely sensitive that it preserves detail in the high lights and transparency in the shadows. Yet it has speed and latitude that compensate for natural mistakes in timing or exposure, thus increasing the likelihood that you will get a good photograph even under difficult conditions. You cannot realize the full possibilities in amateur photography until you have tried Ansco Film.

FOR SALE AT

DAYTON CAMERA SHOP

10 North Main Street

AMATEUR FINISHING
AS IT SHOULD BE DONE.



MADE IN CANADA
KODAK

Bring some of the pleasures of your vacation back to the home folks with a KODAK.

Taking the pictures will be fun for you and they will make your story of the outdoor days more vivid to the stay-at-homes.

"Ask your dealer or write to Dept. 1 for a copy of the new Kodak album."

CANADIAN KODAK CO., LTD.
Office and Warehouse
242-252 King Street, W.
TORONTO, CAN.

Kodaks for Vacation

We have them all prices. Purchase of us and we will teach you how to operate it successfully

Columbus Photo Supply

32 East Spring Street



KODAK

Perfect Pictures

Can be had if you will let us do your Developing and Printing.

We do the best work in the Northwest. Address your next roll to us and you will be delighted with our work.

E. B. Keyrowite
INC. OPTICIAN
48 East Sixth St. - St. Paul

The Canadian Kodak Co., Ltd., Toronto, Ont., have an attractive advertisement both in appearance and text. "Bring some of the pleasures of your vacation back to the home folks with a kodak," is full of appeal. Then read on, "Taking the pictures will be fun for you, and they will make your story of the outdoor days more vivid to the stay-at-homes." That copy should have made business for kodak dealers in Toronto.

Dealers in cameras and photographic supplies should do more advertising of an educational nature. The amateur should be encouraged to experiment with different developers, different papers, and so on. All those little tools, such as printing frames, trimmers, lamps, etc., should be frequently advertised.

The advertising should be of such a nature that it will make more business by showing the benefits and the pleasure to be derived from trying new things and new ways.

CHAPTER LXXIII.

PLUMBING AND GAS FITTING

*Our Name in
Connection With*

Plumbing Work

represents Quality and Skill.

All jobs, no matter what size, receive our careful and prompt attention.

None but first class mechanics employed and high grade materials used.

The quality in our work remains long after the price has been forgotten.

Try us on your next requirements.

JOHN R. EARLEY

Plumbing Contractor and
Dealer in Lighting Supplies.

63 1-2 S. Main St.

IS there an honest plumber? A firm in Topeka advertised, "Honest Plumbing," and they have gone out of business. They said: "Many homes should have better bath rooms than they now have. We have always tried not only to do as good, but better, plumbing than we ever did before. The volume of work we are now doing shows we are succeeding." But they went out of business.

Blyth & Holloway say that, "Knowledge is a factor in all plumbing and heating. Expert knowledge is essential to success. This can be gained only from experience, and the more comprehensive the experience the better. Our men are practically fitted to intelligently and correctly perform their work."

That is beautiful; the language is superb. Did it impress the man who was building a new

house? That's the question. Did it bring business?

John R. Early says practically the same thing in the advertisement reproduced. Isn't there anything else to plumbers' advertising?

The Pribble Plumbing Co., Topeka, Kas., advertisement looks more like an advertisement that will say something, and at the same time give some light upon the plumbing question. Read it. Practically the same as the others. This firm uses a cut supplied by the manufacturers

Is Your Plumbing Satisfactory?

WE SELL THE



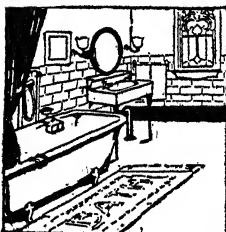
Our practice conforms to the most modern methods. We believe in the recommendation good work always secures, and employ only highly skilled and intelligent workmen, thus being able to guarantee all work we do.

We have on display in our show room a complete line of plumbing fixtures to choose from.

Let us make an estimate for you.

The Pribble Plumbing Co.

Successors to Gustafson & Pribble
627 QUINCY STREET, TOPEKA, KAN.
BOTH PHONES 781.



Plumbing in The Country

If you live in the country we can install plumbing in your house and you can have all the conveniences of your city friends.

Drop us a card and we will have a representative call, giving you prices and all information necessary.

The Patrick P. Bailey Co.
Phone 545 219 Dexter Ave.
Established 1892.

of the water heater and it looks as if they should have supplied the text matter for the advertisement as well.

The advertisement of the Sanitary Plumbing Company, Atlanta, Ga., is the usual type of plumbing advertising.

Let us make a few suggestions.

Why not tell something in one advertisement about water heaters, how they can be installed, how handy they are and the probable cost of installing them.

Bell Phone M. 480

Atlanta Phone 892

Sanitary Plumbing Co.

Under New Management

Plumbing, Steam and Gas Fitting

Repair Work Our Specialty

J. H. NUNAN

Sec. and Manage

117 N. Pryor St.

Atlanta, Georgia.



Why not suggest some kind of work that might be done in most any home?

The Patrick P. Bailey Co. advertisement is the best of the number reproduced, because it tells some one something of interest to him. Let that idea soak in.

The plumber that sells supplies, and most of them do, should advertise these supplies the same as a department store advertises its wares. The public coming and going into your store every so often is good advertising for your plumbing and gas-fitting business.

CHAPTER LXXIV.

TRUNKS AND LEATHER GOODS

THERE is very little advertising of trunks and bags in comparison with other articles of daily use. We say daily use because there are hundreds of thousands of trunks, bags, telescopes and suit cases in use in our own country every day. It is true that they are not a daily necessity, for the average man and woman are supplied for many years, when once they have purchased a trunk or bag. But styles change in trunks and bags as in anything else, and there might be a lot more business done in these traveler's requisites if this point was more prominently emphasized.

A few years ago some of our travelers were satisfied to tie up their belongings in a handkerchief and by means of a stout stick suspend it over their shoulder and start out on their travels. People traveled light in those days, because a great deal of it was done on foot or by coach. In those days, too, the personal belongings could often be packed in a collar box, so that trunks and bags were only required by the truly rich.

Trunks and bags can be advertised from the necessity point today, for when people go a distance for a few days' visit they require consider-

able clothing. Usually there are a number of social functions given in honor of the guest, and the guest is supposed to carry his or her own wardrobe about with him or her.

Perhaps one reason why there is so little good trunk and bag advertising can be found in the fact that these goods are usually handled as a side line. Shoe stores, men's furnisners, harness shops, and department stores handle them. There are very few exclusive establishments for the sale of trunks and bags, and these few are usually manufacturers who look after their retail interests in a perfunctory manner.

By H. July 21 1911



All the things the traveler needs—bags, suit cases and English grips.

For \$5 an attractive companion for that trip.

A good note of introduction to the potentate of the hotel register.

For \$1.50 a nice and light matting case, that department stores advertise as a bargain at \$1.85. A good vacation case for ladies—fiber bound, leather corners, moire lined, with brass lock and bolts.

Columbia

At Third Ave. West.
Phone 2101.

Hazan Store for men and women

Jno. L. Cobbs & Co.

In Carpet Department.

We have just received a car load of Japanese Matting that we will put on sale this week.

One lot at. . . . \$10.75 per roll.
One lot at. . . . 9.75 per roll.
One lot at. . . . 8.75 per roll.

LAYING FREE.



Of course this is an unusual time of the year to advertise Trunks, but we must close out what we have on hand in order to make room for our new stock. Therefore, we will make a price on any trunk in the house at order to move them.

Fitted Bags and Cases

On a long trip, when the greater part of the traveler's effects must be packed away in the baggage car, a fitted handbag or case, to hold the immediate necessities that one may want at any moment, is almost indispensable.


These bags and cases number the most improved articles and are supplied with imported fittings.

We have them fitted to meet the particular requirements of every sort of travel.

GOOD LEATHER GOODS

Romadka

WISCONSIN ST.
233 THIRD ST.



For traveling, suit cases are the most comfortable bags to carry.

We've long made a point of carrying the best of \$5 suit cases, made for us in large quantities and giving an unusual quantity of wear.

Higher priced cases, of course.

Steamer rugs, steamer trunks and all the clothes man or boy packs.

Straw hats, caps of all sorts, tennis shoes to take along.

ROGERS, PEET & COMPANY

Three Broadway Stores.

158 opposite City Hall	842 near Union Square	1360 opposite Ormsley Square
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NEW YORK

The need of having the latest style of trunk or bag can be emphasized from the point of appearance and necessity. Stability and durability is another point that might be strongly emphasized. Price, too, can be used as a lever in drawing trade to any particular store.

The Columbia Clothing Co., Duluth, Minn., advertise an attractive companion for the vacation trip. There are several offers in this advertisement. They are thrown in casually as if they were not meant to be too obtrusive. This is not a bad way to do. The whole is so chatty that one unconsciously reads the whole advertisement.

Romadka, Milwaukee, Wis., give us a general publicity advertisement rather than a specific offer. The advertisement is made attractive by the good use of border and illustration.

Rogers, Peet & Co. talk about their \$5 suit cases and tell of the ease in handling them. They do not forget to mention that they have higher-priced ones. This advertisement is typical of all those placed by this firm. They are usually just as good as this one is.

The advertisement of Jno. L. Cobbs & Co., Montgomery, Ala., is only a part of their advertisement. The other lines advertised were of

the usual department store variety. This portion of their advertisement is shown merely as an odd piece of advertising for a department store to put out. They state, "We will make a price on any trunk in the house in order to move them." Now, does that mean that they will meet any offer made them or that they will make the price to suit the circumstances of the buyer? Will the millionaire be asked to pay more than the day laborer for his trunk? This is rather too indefinite.

Only Opportunity to Buy
A Wilt Famous Vacation Outfit
IS AT OUR STORE
\$5.00
 FULL SIZE STEAMER TRUNK and 24-IN. SUIT CASE, both for

Monday and Tuesday Only

 These handsome, durable Tourist Trunks, fibre bound, brass trimmings, as shown in cut, regularly retailed at \$11.00 and up, all sizes at

\$7.25

(SEE CUT,
Get Your School Trunk Now!
 33 1-3", discount on any Steamer Trunk in stock. **\$2 up**
 Genuine Cowhide Bags and Cases from

BETWEEN
 Monroe and Adams Cent. 3303 Auto. 61620
123 S. WABASH AVE.
EAST SIDE OF STREET
The Home of the Gable-End Wardrobe Trunk
 FINEST WARDROBE TRUNK IN THE WORLD
 Repairs called for and returned promptly. Phone your order
 SAMPLE WORK SOLICITED

CHAS. T. WILT

AUSTIN'S TRUNK SHOP
 4—MAIN STREET—4

Speaking of June brides. If you really want something exclusive and different see the line of Cordova hand carved bags, card cases, purses and novelties.

Not cheap but certainly beautiful.

Why not a Wardrobe Trunk.

We sell Trunks that carry a written guarantee signed by the manufacturer, for \$5.00 to \$9.00, and each one is better value than you can buy at any store in the High Rent District.

We sell Leather Goods at wholesale and retail. We make and repair them right in this shop.

The largest exclusive leather goods stock in the Southwestern Tier.

Chas. T. Wilt, Chicago, Ill., gives us about as good a trunk advertisement as we can find. The offers are confusing unless carefully read and may have caused some explaining at the store.

Austin's Trunk Shop give us an advertisement of surprises. They start off in the first paragraph by speaking of June brides and end up with purses and novelties.

"Not cheap but certainly beautiful," which?

A little more care and this would have been a good advertisement.

Trunk dealers should, when space will permit, give a good illustration of the style of trunk or bag being advertised. When several styles are offered, as many as possible should be illustrated.

Too many particulars cannot be given. The public wants to know the size of a trunk, how it is lined, how trimmed, how it is reinforced, how many straps, what kind of lock, etc. All these specifications would help one to decide whether it was just what was wanted, or not.

Part Six

MAIL ORDER ADVERTISING

MAIL-ORDER ADVERTISING

CHAPTER LXXV.

MAIL-ORDER ADVERTISING

MAIL-ORDER advertising is one of the three great branches of advertising, and the newest of the three. During the past few years the growth of the mail-order business has been enormous. In Chicago alone, the great center of the mail-order industry, it is said that the mail-order business has reached the enormous annual turn-over of nearly one hundred million dollars. Most of this business is controlled by but three firms, Sears, Roebuck & Company; Montgomery, Ward & Company, and John M. Smythe Company. It is estimated that these three firms receive on an average of twenty-five thousand letters daily.

If any man can doubt the power of advertising after a careful study of the mail-order business from its inception until the present day, he must be a "doubting Thomas" indeed. This enormous business has been built up by advertising, by men who have made millions from an original capital of a very few dollars.

Mail-order advertising is similar to retail advertising in so far as it advertises merchandise that is to be sold direct to the consumer. It resembles general advertising because it is usually national in its scope.

Every conceivable thing that is saleable is being sold by mail. The commonest articles are as readily sold by this method as the rarest.

Manufacturers sell the entire output of their plants by mail. Mail-order houses sell the output of many manufacturing plants in the same way.

The mail-order business, while a comparatively new business, has rapidly grown to enormous proportions. It is steadily growing and will continue to grow just as long as there are rural communities and small villages and towns to draw business from. There is a need for this method of doing business or it would not have succeeded from the first as it has. Nearly 47,000,000 people in the United States live in villages or on farms. This means that about nine millions and a half homes are practically situated in places remote from large stores. Most of these people are able to read, and it is safe to say that those who can, receive at least one mail-order publication.

The mail-order house has created the mail-order paper. Many of these papers, that today have enormous circulations, were unknown a few years ago. Some few of them under the guise of family story papers antedate the big "Catalogue" houses, but always have depended, more or less, upon the small, catchy advertisements of fake schemes and

"much for little" offerings of men who were working the public "on the side."

Augusta, Me., is perhaps the center of the mail-order publishing world. At the present writing, eleven mail-order papers are published in that city, each having a large circulation of its own. Other largely circulated mail-order papers are published in Waterville, Me., New York City, Chicago, Ill., St. Louis, Mo., etc. The extent of the circulations of these papers can be conceived when it is stated that forty-one of these papers have an aggregate circulation of 12,300,000, while one at least claims a circulation of over one million and a half each issue.

The national weeklies and the monthly magazines are used to some extent by mail-order advertisers. These are the favorites with the higher order of mail-order advertisers and by the manufacturer who sells direct to the public by mail.

Those who are opposed to the mail-order style of business are apt to scoff at it and say, "They are all fakes and the public is being gulled by them." This is not true. It cannot be denied that there are many fake schemes being advertised. Notwithstanding this, the mail-order business on the whole is a clean and legitimate business, filling a want that has been felt for years.

The large catalogue houses are able to spend vast fortunes in advertising each year, and at the same time sell in many cases cheaper than the country merchant. This is due to the unbusinesslike methods of the country merchant.

It is true that the mail-order houses sell annually many millions of dollars' worth of articles of merchandise of unknown make, and in many cases of ancient pattern, to their customers. This is the class of goods that many consumers demand, because they are willing to pay only the lowest possible prices. Those wishing the better grades and newer styles, and being willing to pay a fair price for them, readily obtain merchandise of a high grade.

The department store has revolutionized trade in the cities and larger towns by introducing newer and better systems of merchandizing. In the same manner the mail-order houses will eventually revolutionize the trade in the rural districts.

The country merchant, who a few years ago could point to his wares and say, "There they are, take them or leave them," must now incorporate new methods into his business and go out after trade in a more aggressive manner.

There is little doubt that the small country merchant is being commercially injured by the larger catalogue houses. But in the same way, a few years ago, the smaller merchants in the larger cities suffered from the inroads made in their business by their new rivals in business—the department stores. But as time passed things righted themselves; there was a new adjustment of things. The small store can, and often does, handle some lines in a manner more pleasing to the public than does the department store. This led to specialization on the part of the smaller

stores, and today there are as many exclusive stores in the large cities as ever, all doing a comparatively satisfactory business.

The country merchant may find his remedy in specialization. It may prove to be to his advantage to throw out many lines he now carries and add others that the mail-order houses fail to sell successfully. At any rate he will have to learn how to do business in the newer ways. He will have to study the markets closer and keep a more watchful eye upon style. Prudent buying, pleasant service, and careful selling will help him to win out in the long run. The mail-order house will aid him by introducing new goods to his customers, by creating a demand for lines hitherto unthought of by them. These lines he will eventually have a chance to supply.

CHAPTER LXXVI.

THE BIG CATALOGUE HOUSES

THE mail-order business has no doubt been developed by the rapid increase in the population of the United States in the farm districts, and the growth of innumerable small towns and villages, the scientific method of distributing the mails and the establishment of large houses founded for the sole purpose of selling goods by mail. The mail-order house is nothing more than a vast retail business having for its customers all those who cannot conveniently buy at home. Until the modern methods of transportation had been evolved and improved there could have been no real successes in the mail-order line. Modern postal facilities and modern railways are a necessity before mail orders can be made profitable.

The mail-order business can only be made profitable when it is possible to reach a great number of people in an inexpensive manner. The profits on sales are small, and barely cover cost of advertising, postage, stationery, printed matter and other expenses, leaving usually a very small net profit to the seller. In the minds of many people an idea exists that a few dollars can be invested in advertising and vast fortunes made in the mail-order business. A careful study of the large successes will disprove this. Some of those early in the field began on small capital and eventually made fortunes, but it is a sure thing that today large capital is necessary to imitate their successes.

We are apt to look at the large successes in the mail-order field, such as Montgomery, Ward & Co., Sears, Roebuck & Co., any say, "Look at these two houses, which started practically with nothing and have built up businesses, which are the wonder of the mercantile world." The phenomenal success of these houses is undoubtedly an inducement for hundreds of men to start in the mail-order business. They see and

hear of the success of the houses mentioned, and do not see any reason why they cannot bring about the same result. They do not stop to think that it has taken the houses referred to, years of time, a world of energy, and the expenditure of millions of dollars to bring about what they have accomplished. One of the houses mentioned is said to have appropriated \$500,000 a year for two successive years in newspaper advertising alone, and it is also said that the accumulated profits of this house were for a period of years turned into advertising, laying the foundation first, then building up a business, which in its volume is not surpassed by any other house in the world.

The mail-order business must be built up in much the same manner as the local retail business. First, the house must get acquainted with the people it expects to do business with. That can best be done through newspaper and magazine advertising. After correspondence has been opened up, catalogues and literature must be placed in the hands of the people. If it could be true that the one who reads an advertisement sends for a catalogue and becomes a purchaser at once, the mail-order business would be the easiest thing in the world to conduct, because a newspaper advertisement costing a few dollars would bring requests for catalogues, the catalogues would make sales, the customer would get the goods he expects and be satisfied with them, and after that there would be a continual run of orders and shipments of goods. But that is by no means the case. A man may get catalogues from different houses, and as he wants only one article of a kind, which house shall he favor? The one who follows up his inquiry the best gets the order.

With possibly only one exception, every mail-order firm follows up every inquiry by a series of letters, booklets, etc., until the sale is consummated or the effort to make a sale is abandoned. This follow-up part of the mail-order advertising campaign is as important as the newspaper advertising and catalogues.

All sorts of romantic stories are told in Chicago about the rise of the mail-order house of Sears, Roebuck & Co., which was founded in 1895 and has grown to a gross annual turn-over of approximately \$50,000,000. Business men who have themselves built on nothing but hard sense and hard work will tell you that luck made Sears, Roebuck & Co., and cite stories of the firm's beginning, when the first small office was constantly shifted from place to place to avoid creditors who would have hounded the concern out of business. The populace generally will confide to you in a whisper that Messrs. Sears, Roebuck and the Co. are three Polish Jews who landed at Ellis Island and started out as pack peddlers. And, of course, there is the pleasing old story about that one last hopeless advertisement, inserted through the kindness of a publisher who was willing to wait for his money, which turned the tide of fortune and sent thousands of dollars flowing into the till. The success of Sears, Roebuck & Co. has been rapid and striking, so, ergo! it must have been accomplished by means more or less supernatural. Thus the public reasons.

R. W. Sears, the founder of this house, is a broad-shouldered, somewhat retiring man of forty, born in Minnesota, altogether an American, and with about as much of the supernatural in his personality as one might associate with, say, Uncle George Daniels. Mr. Sears, too, is a railroader. At twenty he went into a railroad office in Minneapolis, staying five years. The genius for trading, so strong in every Westerner, led him into various side lines, and about fifteen years ago he began selling watches and jewelry by mail, advertising in country weeklies in his own immediate territory and the few mail-order journals then in existence. This business prospered until the panic of 1893. Then money tightened, and watches, jewelry and every other article of luxury became exceedingly slow in the market. Only necessities were in demand, so Mr. Sears began offering a small line of general merchandise at prices to suit the times. After a year's good business he moved from Minneapolis to Chicago, with the idea of establishing a greater trade in the real distributing center of the West. In the nine years since then the annual turn-over of the house has grown from \$500,000 to its present proportions.

"It is hard to persuade people that there is no secret about this business," he says, "yet there is nothing whatever mysterious about a mail-order house. We give people what they want at the lowest market price, and let them know that unsatisfactory goods will be taken back. That's all there is to it. I know that the success of mail-order trading is generally attributed to advertising. Our present annual expenditure for advertising and printing is over \$1,000,000, yet this department of the business, being only a four per cent. expenditure on the whole, is just one detail of the plan, and no more important in its place than an efficient shipping department. To regard advertising as something apart from the business would be to put it on a wholly wrong basis, and dangerous. A list of the publications we use would tell very little, for we use pretty nearly everything, good and bad, on the assumption that all publicity helps in the aggregate. The most important thing in advertising is to have something good to sell, and to hold on. You can fool part of the people part of the time, and so forth, but you can't buy enough advertising to fool all of them all the time, and even if it were possible to fool them all permanently, you would have to devise a less costly way to do it than by advertising. Strong advertising will never bolster up a weak proposition. You can't get mediums strong enough to pull it to even a fair success. On the other hand, with a proposition that is intrinsically sound and popular, you don't have to have very strong advertising mediums.

"The mail-order trade rests not so much on advertising as upon catalogues. The advertising sells once, but the catalogues establish a permanent trade. They are the mainstay and backbone of the business. By far the greatest portion of our expenditure goes for printing. We will soon have the largest commercial printing plant in the world, and for several years our own printing office has employed between fifty and

a hundred compositors. Our big general catalogue circulates to the extent of 3,500,000 copies annually, and is supplemented with eighty-five other catalogues, each devoted to a special department.

"Ten years ago the country weekly was necessary to the mail-order trade, but today we use it hardly at all. We employ the agricultural journals largely, and also the religious press, but the mail-order journals have done us by far the most good. They tell our story quickly and thoroughly to vast numbers of people, and in the past particularly have produced results little short of marvelous. Ten years ago advertising was distrusted, and the business of sending money away for buying at a distance was surrounded by a great deal of mystery and risk. Advertising, coupled with every means of convincing people that our intentions were good, has entirely changed these conditions. Mail-order advertising has gone from the country newspaper to the very best classes of mediums. Where country trade was formerly sought we now sell also to people in towns and cities, and our catalogues are sent anywhere outside of Chicago and Cook County, except to foreign countries, which we do not find it profitable to trade with. The extension of the mail-order field has made it possible to employ high-grade magazines with less waste circulation than formerly. The extension of our field is due largely to low prices. In some departments of our business the percentage of profits is very small—a gross profit of less than ten per cent., which includes none of the expense of advertising or handling. But the turn-over in one of these departments aggregates \$2,000,000 a year, and it is possible to advertise it liberally at a cost insignificant in comparison with the business done."

Sears, Roebuck & Co. is now a stock company. Mr. Roebuck was an early employee of Mr. Sears, and his name was used in the first years because it gave greater dignity to the business. Incorporated under the Illinois laws, the company has a capital of \$2,000,000, occupies a dozen buildings in Chicago with 800,000 square feet of floor space, has fifty-three separate departments, and employs 3,500 people. While now conducted through many separate departments, each in charge of a responsible chief, the business as a whole is the result of Mr. Sears' ability in organizing, and is still altogether a reflection of his creative genius.

CHAPTER LXXVII.

A RETAILER'S MAIL-ORDER DEPARTMENT

THERE is no reason why the small retailer who advertises should not do some business by mail, selling in that way goods that would otherwise be sold by his competitor in the nearest big city or the regular mail-order houses at a distance. It doesn't cost any more to say in each advertisement, "Mail orders filled promptly," and, when the advertisement contains a good many items that can be easily and inexpensively shipped to near-by points it will nearly always pay to devote a few lines to an explanation of the ease and advantages of buying from a house that is not too far away to make prompt delivery and to exchange or refund without the provoking delays that often occur when buying by mail from far-away stores. It isn't necessary to have a big fat catalogue, but it's a good idea to inclose with each shipment a brief circular covering the store's policy as to exchanges, refunds, etc., and other circulars describing attractive goods for which mail orders are wanted. At frequent intervals circulars or letters should be sent to those with whom you want to do a mail business, urging the advantages of trading by mail—the economy and convenience of it—and making a few special offers to get in touch with new customers and renew business relations with old ones from whom you have not heard for some time. There is a particularly good opportunity to do business along these lines just before Christmas, when an attractively prepared list of alluring gift goods will bring you immediate business that can be handled at very slight expense, and, incidentally, introduce you to a great many people who will trade with you the year 'round. The best list of names you will ever get will be the one you compile as you go along from those who write in response to your advertisements; but that will be a slow process, and it will be better to buy lists of taxpayers or voting lists from the town clerks of those towns from which you would like to get mail orders. It isn't necessary to cover a whole county at once; you can take up a town or two at a time, those most readily accessible, and the results of this campaign of concentration will determine whether it will pay to spread out. Make somebody responsible for the filling of every mail order. Insist upon the prompt acknowledgment and shipment of each order, or immediate notification if the goods are "out," stating when they are expected and asking whether you shall substitute other goods or refund the money.

Merchants located in small towns have developed trade with mail-order customers in the face of the strongest kind of competition. They have proven conclusively that it is not necessary to be located in a great

mercantile center in order to sell goods from catalogues. A firm in a little Texas town of 1,500 population have in the short space of two years developed a very profitable mail-order business. What this firm has done almost any firm can do if the circumstances are at all favorable.

This little 1,500 town is situated in a rich agricultural and stock-raising district in the central part of the state. The nearest city, with a population of about 30,000 is only twenty miles away. There is only one railroad entering this town, but there are eleven rural free delivery routes which cover the surrounding country thoroughly. This latter fact is worth noting as it is a great aid to mail trading. Their first catalogue was six by eight inches in size and contained but thirty-two pages. It contained a long list of articles in dry goods, notions, clothing for men, women and children, shoes, millinery, etc., each article accurately described and priced. Some of the articles were illustrated with cuts furnished by the manufacturers. About 1,500 copies of this catalogue were mailed, and the returns were immediate and continued.

Since that time a catalogue has been issued regularly twice a year, in the spring and fall. There is nothing fancy or cute about these catalogues; they are merely plainly and neatly printed business-getters.

This firm uses circulars in addition to the semi-annual catalogue, and find they bring good results. Samples of dress goods, laces, embroideries, ribbons, etc., are liberally distributed and bring gratifying returns.

The advertising booklets furnished by wholesalers and manufacturers are freely used and are a source of much business.

There are also about 1,000 telephones in the district through which this firm's business extends, and these are of the greatest service in advertising special sales as well as soliciting and receiving special orders.

This is only one example from the many that might be cited. No retail house, however, could expect a mail-order business to develop to any extent without special advertising and a carefully conducted department. The methods of the larger houses doing business by mail might be copied in this. The country weeklies of the surrounding towns should be used as well as circular letters.

In the first instance a catalogue of some kind should be compiled. In some instances it might pay the retailer to issue, regularly, a monthly or quarterly mail-order store paper, somewhat in the nature of a catalogue. A number of "special items" should of course be featured. It need not be large, but it should list a large number of things. The offerings should be attractively priced, but it is not necessary that everything should be lower priced than they are at most stores. A few leaders at cost or nearly cost should be used to make the offerings appear more attractive.

Arrangements should be made for sending samples of such goods as can be sampled. C. O. D. approval orders should be solicited on the more expensive lines. All goods should be sold subject to exchange or

refund. In fact the mail trading should be made as attractive and easy as any trading can be and as it is in the home stores.

It must be remembered that one sale will not make a mail-order success. Repeated orders from the same customer are necessary for that. It should be the aim of every firm to satisfy customers.

When the catalogue is ready it should be sent out to the best list of names obtainable. One excellent method for obtaining new names would be to use small advertisements in all the weekly papers circulating in the territory to be covered by the firm in its operations, offering to send the catalogue free of charge. This will bring in a number of responses and a good list of names that should be carefully followed up. Samples may be offered in the same way to secure new names which should, of course, be faithfully followed up. Another method of obtaining lists of names is to use low-priced leaders in these advertisements in a similar manner to that followed by the large mail-order houses. These offerings should, apparently, be pushed for all they are worth, but in the end the advertisement should advise the public to send for the catalogue first. The catalogue should list these leaders in their proper sections, so that if the inquirer is still disposed to order that particular article he will be able to do so from the catalogue.

With the catalogue should be sent an acknowledgment of the inquiry and an order sheet. If the inquirer has stated any particular wants a personal letter telling about the special values should go also. This letter should point out the page or pages in the catalogue upon which these goods are listed.

The success of H. S. Norwell Co., Nashua, N. H., in the mail-order line might be cited as an example, the result of untiring energy and good business ability. This firm worked up a good mail trade in a little over two years' time in the face of seemingly insurmountable obstacles. Nashua is a city of 25,000 inhabitants and is only forty miles from Boston, Mass. Within a radius of fifteen miles are Lowell, Mass., with 100,000 inhabitants; Lawrence, Mass., with 65,000 inhabitants, and Manchester, N. H., with 60,000 inhabitants. All of these cities have large stores giving excellent store service. Besides this, there are always cheap excursions on the railroads leading into these cities which carry literally thousands upon thousands of ruralites and suburbanites to these larger centers to do their trading. Yet in the face of these facts, the H. S. Norwell Co. has built up a profitable mail trade.

The mail-order department of this store was started with less than fifty names as a nucleus for circularizing. Now they send out weekly about 1,500 or 1,800 letters, trade bulletins or similar matter, with samples of goods from various departments.

Personal letters are used, form letters being used only when necessary. These personal letters, whenever it is possible, are signed by some salesperson who has an acquaintance with the person addressed. This

gives the letter a personal quality, which has a great deal of weight with the trade.

This firm uses a folder, which is invariably sent as an enclosure in all mail sent out. To it they attribute a great deal of their success. This is folded once making four pages and is about the size of a sheet of note

Requests for Samples should be made on separate sheet from Order.

ORDER BLANK

Pin samples securely to this sheet.
In case we are out of the goods you desire, may we substitute for it any article of equal or better value.....
Yes or No.

SPECIAL INSTRUCTIONS.

WRITE ORDER IN SPACE BELOW.
Kindly state second and third choice, if possible, to insure prompt delivery of goods in case first choice is sold out.

Quantity.	Description.—Do not fail to mention size, color, etc.	Price.

If goods are to go by mail, please be sure to allow sufficient for postage at the rate of . . . cent per ounce.

SECOND PAGE OF FOLDER

In Every Detail New Hampshire's Best Retail Establishment.

MAIL ORDER DEPARTMENT.

H. S. NORWELL CO.,  Nashua, N. H.

H. S. NORWELL CO.,
Nashua, N. H.

Gentlemen: _____ 190

Enclosed find _____ for \$ _____
Check, Samples, Money Order, etc.

For which please fill the accompanying order, and send by _____ Express.

Name _____

Write name plainly, prefixing Mr., Mrs., Miss.

Town _____

Street and No. _____

State _____ County _____

Indefinite requests for samples cannot be satisfactorily complied with.

SUGGESTIONS FOR ORDERING.

We enclose you herewith samples requested. If, for any reason, they are not satisfactory, please return them with a letter explaining why, and we will cheerfully send others.

We suggest that you send your order as soon as possible, as the particular kind of goods desired may be sold out should too long a time be allowed to elapse.

When circumstances should be made by post office or express money orders, cash or stamps, registered letter or draft.

All orders will be filled unless otherwise requested, as we consider this the safest method of transacting business.

We will prepay express charges on all orders amounting to \$5.00 or over, accompanied by a remittance in full.

Accounts, payable the first of each month, will be opened on receipt of satisfactory references.

Trustings to be made with your valued order, which we assure you will be treated with accuracy and dispatch.

Very respectfully,

H. S. NORWELL COMPANY.

FRONT PAGE OF FOLDER

paper. The first page of this folder, which is illustrated in this chapter, contains instructions for ordering and blank for name and address, shipping instructions, amount of money enclosed, etc. The second page contains the order blank, the third is used for new addresses and the last page contains a list of the various departments of the store.

NEW ADDRESSES

We have placed your name on our mail-order list, and will consider it a special favor if you will write in the space below the names and addresses of a few of your friends who you think would also like to have their names placed on our list.

H. S. NORWELL COMPANY,
Nashua, New Hampshire.

[illegible]

THIRD PAGE OF FOLDER

This firm depends very largely upon their letters and bulletins for producing resultful mail orders. Small catalogues are used only upon special occasions. We reproduce below some of these letters as examples of literature that have brought business.

NASHUA, N. H., May, 19—.

DEAR MADAM: We take pleasure in sending samples of what we consider the best wash fabrics in America for the price. We put on sale Wednesday morning, May 25th, 10,000 yards of high-class Madras

Ginghams. All of them thirty-two inches wide in fifty different patterns and color combinations; this season's selections. The backward season is the only reason why the sale is made, and also why the price, always 25c. per yard, is now marked down to 15c. a yard.

Our mail-order department is at your service; it is your department, organized for the purpose of bringing people who cannot be at the store every day, in close touch with what we are doing.

Write for samples today. All communications answered by return mail.

Yours very truly,

H. S. NORWELL Co.

NASHUA, N. H., June, 19—.

DEAR MADAM: Shopping by mail is very easy at this store. Our mail-order clerks take as much pains in matching fabrics or shades of color as if they were shopping for themselves. We receive many compliments on our prompt, painstaking and thoroughly satisfactory mail-order service.

A world of beauty is represented in our stock of these summer fabrics. The collection of artistic productions is far above any display we have heretofore made, both in high-grade textiles, and the inexpensive materials, and this is the most favorable time of the season for you to expect extraordinary values from the store. If you cannot visit the store in person, send for samples of anything in the dry goods line and be convinced of the truth. Everything purchased at the store during this month of June will tell of unexampled saving on desirable and trust-worthy goods.

On the enclosed postal card would you be kind enough to send us the names of a few of your friends whom you think might be interested in our mail-order service, that they may receive samples of various underpriced goods as often as we have them for sale.

Thanking you in advance for the favor, we remain,

Yours very truly,

H. S. NORWELL Co.

NASHUA, N. H., July, 19—.

DEAR MADAM: Your name has been placed on our mail-order list by a personal friend of yours, one who has been deeply interested in our Mail-Order Department, and who has already derived benefit from same. In many cases it is impossible for people living away from the city to be on hand at each and every sale. Therefore, we have adopted this plan: a Mail-Order Department Service where competent salespeople will attend to your shopping. If you are in any way dissatisfied with the goods sent you, return them at once and your money will be cheerfully refunded. We send samples; we send goods on memo., subject to your approval.

The increased demand for mercerized Jacquards in all the newest designs for shirt waists and shirt waist suits confirms our claim that these goods rival any twenty-five-cent goods upon the market this season. The finish and luster improves with washing, making it the most meritorious and satisfactory goods ever made to retail at the price. If you are not already familiar with these goods, inspect these samples closely; wash them; give them a severe test, and if they prove satisfactory to you, as we know they will, mail your order and we will have it filled at once. Remember the supply is limited, only enough in this lot for about ten days' selling.

Hoping to receive a reply, we remain,

Yours very truly,

H. S. NORWELL Co.

NASHUA, N. H., January, 19—.

DEAR MADAM: We beg to announce Saturday, January 14th. as the opening day of our Annual Silk Sale. For days and weeks we have been striving hard to make this event a distinct and masterful triumph over every past record. A sale of this kind furnishes a yearly opportunity for every one to buy first quality silks away under the regular price, and incidentally furnishes us with an opportunity to do a good-sized volume of business on a very small margin of profit. Hundreds upon hundreds of dollars' worth of splendid silks have arrived for this sale. The lines consist of the very newest, best and seasonable kinds, such as the entire line of Windham Silks in black and colors, Cheney's nineteen and twenty-four-inch Printed Pongees, twenty-four-inch Satin Foulards, nineteen and twenty-two-inch Fancy Silks, twenty-four-inch Liberty Brilliants, twenty-four-inch Crepe de Chine, in fact everything that is desirable for petticoats, shirt waists, shirt waist suits and gowns. A particularly fine range of popular weaves and colors will be represented.

You never heard of such bargains in your life, and it will pay you to visit Norwell's, Saturday, January 14th. If it is impossible for you to call in person, write to us for samples at once, filling out the enclosed sample circular. If not interested personally, will you be kind enough to hand this letter to some neighbor.

Thanking you in advance for your kind favors, we remain,

Yours very truly,

H. S. NORWELL Co.

NASHUA, N. H., February, 19—.

DEAR MADAM: We invite you to a very special private exhibition and sale of fine pattern table cloths and napkins, the product of the world-famous manufacturers, Messrs. William Liddell & Co., of Belfast, Ireland, who were awarded the first prize and three gold medals at the St. Louis Exposition.

This private display will occur in our linen store, first floor, southern annex, Thursday, Friday and Saturday, February 2d, 3d and 4th, just prior to our public announcement of the purchase.

We have secured these fine cloths at so advantageous a price, because of our ability to handle the entire lot, that we can actually sell them at from one-third to one-half less than regular prices.

The lot comprises table cloths and napkins in all sizes of medium and finest grades of satin double damask in superb designs, and we are assured in advance of your unqualified approval both as to desirability and price.

We shall publicly announce this sale in the daily papers, but we trust you will avail yourself of the opportunity here offered for a private and leisurely inspection before they are advertised.

Yours very truly,

H. S. NORWELL Co.



After years of fighting in Congress, a parcels-post law has been enacted to take effect on January 1, 1913. A great many of the details have yet to be considered and decided upon at the present writing.

The bill provides for eight zones as follows: First, 50 miles; second, 150 miles; third, 300 miles; fourth, 600 miles; fifth, 1,000 miles; sixth, 1,400 miles; seventh, 1,800 miles; eighth, all outside the seventh.

The rates to be charged for the different zones are as follows:

Zone	First lb.	Add'l lbs.
First	5 cents	3 cents
Second	6 cents	4 cents
Third	7 cents	5 cents
Fourth	8 cents	6 cents
Fifth	9 cents	7 cents
Sixth	10 cents	9 cents
Seventh	11 cents	10 cents
Eighth	12 cents	12 cents

Part Seven

GENERAL ADVERTISING

CHAPTER LXXVIII.

THE GENERAL ADVERTISER

THE general advertiser has a choice of many ways of advertising, and it is often doubtful which would be the most profitable when he has no experience to guide him. There are three principal ways in which he may lay out his plans: viz., advertising his wares solely and singly to the consumer; advertising his wares to both the consumer and the retailer; advertising his wares to the retailer, allowing him to introduce them to the consumer. The first plan mentioned is likely to be the most costly of the three on account of the great waste that must necessarily attend such a campaign. Large sums of money have been literally wasted in pursuing such a course.

Unless the retailer can be educated up to a certain brand or product, it is hardly advisable for the manufacturer or general advertiser to go to the people with a product he cannot profitably supply direct. He may create a demand for his goods by his advertising, but after the public finds that he has made no provision for supplying it after it is created, they soon turn aside and think of something else.

It is a well-known fact that an advertised product will be handled by the retailer at the closest possible margin, but the manufacturer who thinks he can force the retailer to take up his lines by the use of a general advertising campaign will usually find it too costly to carry out to a finish. The better plan has always been to first secure the co-operation of the distributor, whether he happens to be the wholesaler, or jobber, or the retailer.

A writer in a well-known business magazine has designated the general advertising campaign to the consumer as "the big stick" with which retailers are to be clubbed into line. It should more properly be termed a "persuader" because on account of a judicious general advertising campaign, a merchant may be induced to stock goods that he would not think of if not advertised to the consumer.

The second plan, and perhaps the best one of the three, is completed by a well-directed advertising campaign to the distributor. The amount of the appropriation will usually determine the extent of the advertising to the consumer. If it is large, a national campaign may be begun at once. The best plan, however, is to take up one section of the country at a time, even a single state thoroughly worked is likely to bring better returns than a large territory only sparsely covered.

If he is wisely led he will spend from one-half to two-thirds of his appropriation in advertising and creating a demand among the retailers.

This latter part of his campaign will consist of trade-paper advertising and the use of other supplementary mediums. The retailers of the

country and of the city are being educated in business methods and systems by the trade press. Each paper has a clientele of readers who accept every statement found in its columns as absolute truth. They have been educated up to it. The trade press, then, presents the most favorable medium for the exploitation of any article to the retailer. This



**This is the kind of
BREAD**
you bake when you
use
Fanchon
THE FLOUR OF QUALITY

The quality of FANCHON shows in the bread—large, rich crusted, snow-white fine grained bread. After using FANCHON once you will never be satisfied with other flour. FANCHON is the quality flour for baking quality foods. The price should be high.

ORDER A SACK TODAY
Quality Stores Sell FANCHON

The Quality Mills, Enterprise, Kansas



**SOLD IN TOPEKA BY THE
SHAWNEE GROCERY**
PHONES 425 112 EAST SIXTH

Two nights to the Rockies

A few weeks in the Colorado Rockies will do more for you than a wagonload of government bonds—when you return you will have so many new ideas and so much fresh energy, so many stronger ambitions that you can get the bonds through the splendid vitality with which you'll be able to resume your affairs. You're tired, the grind of the past year has dulled you; you can't get far enough away from things to really size them up. But out in the mountains with the vintage air of Colorado filling you with new life, you'll think as you never thought before. No matter how busy you are, you can afford the time. It isn't how much you work but how well you work. Take the Rock Island to the Rockies. Take

The Mountaineer

the Rock Island's superb new, one-night train daily from Chicago to Denver (on and after June sixteenth). Go through scenic Colorado and that land of living miracles—Yellowstone Park—and then go on and see what miracles mankind has been accomplishing in art and in commerce at the Alaska-Yukon-Pacific



Exposition. Three vacations in one and three sorts of vacations. You'll behold new America in so many phases at every stage of the journey—you'll encounter so many surprising developments—that it isn't a question as to whether you can afford the journey, but rather how you can afford not to take it.

The Rocky Mountain Limited and other splendid trains from Chicago, St. Louis, Kansas City and Memphis direct to Denver and Colorado Springs.

Ask your home agent about the very low fares to Colorado and the Pacific Coast. Write "Exposition" on a postal card, send it to me and I will mail you some beautiful books about Colorado, California and the Exposition.

advertising must of course be supplemented by the use of circulars, book-lets, catalogues, etc.

In this way a firm can form an acquaintance with the leading retailers of the country. When the firm's salesmen start out on their trips they are carrying "identified goods," goods that are already known to the retailer. The salesmen are helped to open up new accounts and to increase sales through the advertising done to the retailer. He has been compelled to take a look at the new product, or brand, and if he is favorably impressed with it he orders a trial lot.

It is here where the general campaign to the consumer should begin. A demand should be created at the time when it can be easily supplied. This demand once started should be steadily followed up until it has reached the limit. It must then be bolstered up to keep it at its limit. There is no end to advertising. Products that have continued in the public eye for years have only kept their places among the large influx of new brands and products by continuous bolstering in the shape of general advertising.

The greatest stumbling block in the way of a successful advertising campaign direct to the consumer is the attitude assumed by the hostile and apathetic retailer. The consumer is usually personally acquainted with him. His word is accepted as the truth. If he recommends an article it is purchased, if he condemns it it is not wanted.

A short time ago a lady entered a New York department store. Going to the silk counter she asked to be shown some "Samson" silk. This article is extensively advertised in magazines and other mediums addressed to the general public. The clerk had never heard of "Samson" silk. At least, he said so. The customer had asked for it out of pure curiosity. She knew nothing of the merits or qualities, but had seen it advertised. The clerk showed her other silks and she was readily prevailed upon to accept another article—that she regarded as suited to her purpose. Thousands of incidents similar to the above are occurring daily all over the country. If a dealer has not stocked a particular line being called for, he either condemns it outright or speaks slightly of it. It is such persistent "knocking" that makes a general campaign to the consumer unprofitable.

One of the best methods of securing the co-operation of the retailer is to supply him with good advertising literature for distribution, samples for free distribution when possible, advertising cuts, window cards, etc. When the line is confined to but one merchant in a town he should be advertised as the local distributor.

Sometimes the manufacturer will consent to do a certain amount of local advertising for the merchant who will stock the line. In more cases the manufacturers will supply the printed advertisements in electrotype form and the local merchant pays for the space.

The Shawnee Grocery, Topeka, Kas., profits from the advertising done by The C. Hoffman & Son Milling Co., Enterprise, Kas.

The Rock Island Railroad advertising is educative. The object is plainly to induce travelers for health or pleasure to go by way of the Rock Island Road.

The Sherwin-Williams advertisement offers a book on painting for the purpose of securing names of prospective customers for paint. The nearest dealer is usually supplied by the manufacturer with names secured in this way and is expected to work the prospective customer from his home town.

Mound City Barn Paints are advertised in a manner to produce inquiries from dealers. It is a mistake not to use the name of the manu-

facturer so that a prospective user can, if necessary, write direct for his supplies, or get information as to where they may be obtained.

The Knox Gelatine full-page newspaper advertisement was inserted for the purpose of overcoming a prejudice that might exist among the more ultra British population of Canada.

The Good-form Closet Set is advertised in such a way that one is informed beforehand the cost and style of the article. This is both a general and a mail-order advertisement.

The Wolverine Mfg. Co., Detroit, Mich., advertise their product to the consumer and direct the reader to the retailer. They emphasize the fact that their trade-mark appears on the under side of the desk lid and urge the customer to look for it and demand it.



Likewise a small job of painting is soon finished, and any job of painting is a small job if taken in time. The longer your house and barns are allowed to go without repainting, the more paint it takes and the more time to apply it.

That's why delays are costly.

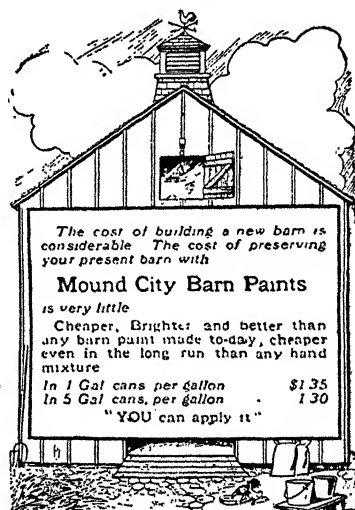
And also buildings, wagons and machinery needing paint and not getting it, soon need more than paint to make them right. The more I keep things painted and use good paint in doing so. By good paint I mean paint that covers well, sinks in and stays up. Select your paint as you do your seed or your fertilizer—it is just as important. Find a name in the paint field that stands out, that has made a reputation on quality, that was making paint when you were a boy and is still at it and that has become the largest paint house in the world, and you can come pretty near trusting its products. There is such a house and to save your time I'll mention its name—The Sherwin-Williams Company. You can get every kind of paint or varnish that your farm requires from a Sherwin-Williams dealer near you. Just mention the thing to be painted and you'll get the right paint—the kind that will best and prefer.

You can get a most informing book free by addressing

THE LITTLE PAINT MAN, care of

SHERWIN-WILLIAMS
PAINTS & VARNISHES

Canal Road, Cleveland, Ohio. In Canada, 429 Centre St., Montreal



By offering a catalogue of the different styles made, this firm is enabled to get in touch with a large number of customers. If a dealer is near who handles these desk tables, the prospect is referred to him. At the same time it is made plain that if the writer cannot get just what is wanted from the dealer, that it will be supplied direct from the factory.

The Domes of Silence advertisement is a good example of magazine advertising. These little advertisements bring great results for these little necessities of life.

The Southern Cotton Oil Company advertisement is one of a series run in newspapers to educate the housewives to the goodness of an oil produced from cotton seed.

W. N. Aubuchon, a writer on business topics, in a recent article, said:

"A window display made by a retailer is worth as an advertisement more than a hundred thousand paper circulation, although its influence,

while operative upon comparatively few consumers, is effective upon a greater number, because the goods are there to look at and to buy, ready to hand, and convenient for delivery.



Wesson

SNOWDRIFT

OIL





100%
Cooking
Value



**Pure
Food**

For Salads and Cooking

TRY IT ON a salad—**finger** dressing to be found. An absolutely pure vegetable product, well adapted, nourishing and healthful. Here a wider range of satisfactions than any other dressing product known to domestic economy as it is the most perfect cooking fat ever known, 100% value, at each drop, can be poured over and over again.

Decreases the cost of living
Increases the joy of living *—W.C.*

In Tins Only of All Dealers

Manufactured by
The Southern Cotton Oil Company.
New York Newark New Britain Chicago

DOMES OF SILENCE. The Invisible Caster Without Wheels

Make any furniture glide smoothly, silently and without effort. Mosaic steel domes—unbreakable—can't be nicked or scratched. Noiseless, invisible. Won't rip or tear carpets; all run over rugs. Can't mar or marle hardwood, marble or tiled floors. A Sires-All Isc. a Set of 4. With Felt Center—Isc. for 4. Not as durable. SEND Isc. for 4, mentioning dealer's name. **DOMES OF SILENCE!** Henry W. Fawcett, 20 American Agents, 17 State St., New York

Caution! To prevent imposition ask for "Domes of Silence." Dealers: Write for sample and trade price.

You Just Try a

Goodform Closet Set

Send It Back If You Want to.

But it will double the capacity of the closet and insure the new and correct appearance of the clothing. You see, and remove any garment at will. Clothes hang on correctly shaped hangers and slide in orderly groups on nickel-plated bars, not using walls of the closet, but all the space. The elements of the Goodform Set are patented and by first-class furnishing stores or delivered for the price.



Men's Set, DeLuxe
 25 each, Coat and Trousers Hangers 1 each, Shirt Bar and 1 Blue Hat
\$3.50

Each set in handsome box.
 Money refunded if you return the sets any time in six months.

Woman's Set
 25 each, Coat and Skirt Hanger 1 each, Skirt Bar and 1 Blue Hat
\$2.00

Each set delivered. \$5.00



Goodform Hanger
 Deluxee Neck
 Goodform Bar
 Goodform Hanger
 Goodform Bar
 Goodform Hanger
 Goodform Bar

This slides under surface of shoulder plates. To change length of hanger pull or pull—the racket does the rest.

Ask your furnisher or order of us. Booklet free.

Chicago Form Co., 705 Garden City Block, Chicago, Ills.

Knox Pure, Plain
Sparkling
is now made in Gelatine

In order to equalize the duty to our friends
on this side of the boundary and to care
for the fast growing demand for Knox
Gelatine, we take pleasure in announcing
that we have just established

A Fully Equipped Factory at Montreal

The people of Canada can continue their
patronage and feel that they are "patriotizing
home industry." Recently someone
humorously said to us—"Knox is the gelatine
to which all must finish."

Not so narrow, either, when you come to think of it.

Recipe Book and Glass Sample Tray
We have a new "Recipe Book" containing 100
recipes for Christmas, Easter, and other
festivals, and a "Glass Sample Tray" containing
all the popular sizes in 1914. Send us your
order today.

CHARLES E. BAY CO. CO.
250 East Avenue Baltimore, Md., U. S. A.

Detroit Division: Montreal, Canada.



can have
the luxury of a real *desk*
and a handsome *library table*—combined in the space of one.

No. 120—Grand desk and library table
A new design.

SIMPLY pulling open a drawer, provides desk space with immovable top, as well as pen and ink, with large library drawer beneath desk for all necessary and miscellaneous. Nothing on the table needs to be disturbed.

Recently from *Europe* arrived the most modern and best made table. It is not only more beautiful than any other, but is also more useful. It is the only one that can be used as a desk or a library table. It is the only one that can be used as a desk or a library table. It is the only one that can be used as a desk or a library table.

Cadillac Desk Table

Our desks are on the market since the day of their first use.

CADILLAC DESK TABLES are sold by the dealers in your city. If you cannot find one, write to us at the "Cadillac Desk Table" Company, 1000 Broadway, New York City, and we will send you one.

Wolverine Mfg. Co.
Detroit, Michigan

The largest dealer and maker who manufactures in the world.

“The effect of a display card hung up in a dealer’s store is greater upon the dealer and his clerks than upon the transient customer. The card or sign keeps the name of the goods constantly in the mind of the

dealer and his clerks, and causes them to make oral suggestions to customers to buy the goods, while selling other articles to them.

"Similarly a handsome dummy exhibit is a standing memory tab to the clerk who sells the goods by showing them.

"A salesman on the road, to save weight, often leaves at home the sample of staple goods which he thinks everybody knows all about, and will not care to look at again. A salesman can sell three times as much if he takes the sample and shows it, notwithstanding the fact that his customer has seen it a hundred times before. Experience proves this to be true.

"Hundreds of thousands of dollars are wasted every year by advertisers of merchandise, because the edict has gone forth that it is the consumer who is the arbiter of the trade, and that when the advertiser can reach the consumer and mold his opinion—the world of business is at his feet.

"The consumer, in fact, does make final decision—but how? And how long is his decision in force before it is reversed by that higher court—the self-interest and personal influence of the retail dealer?

"The consumer as a class is not wise in the ways of merchandizing. By a chain of many interests attached to the ring of suggestion in the nose of his understanding he is led, with little resistance, to the adoption of any and every kind of food, fad, or fashion. The man who gets the strongest grip on the chain determines his course.

"The strongest influence is the personal one. The man next to the consumer who wields the personal influence is the retail dealer.

"We are all consumers, and have but to consider the influence which caused us to buy things we did not need and did not use after we bought them, to understand precisely the power of suggestion by direct contact with the personal element in trade or by direct contact with the goods that we bought."

The general advertiser is apt to point to his advertising with pride and say to the distributor, "We are advertising direct to 30,000,000 people. We are doing good advertising. Don't you want to get your share of this advertising campaign?" In many cases the goods in question become of secondary consideration—the advertising campaign is designed to sell the goods whether they are worthy or not. The best advertising campaign on earth will never build a business up when the article offered is an inferior one. The manufacturer who has an inferior article and a few thousands of dollars for an advertising campaign had better let the campaign go and spend the money in improving the article.

We have attempted to show that an advertising campaign direct to the consumer, when carried on over the head of the distributor and without his co-operation, is likely to prove disastrous. We have also made an attempt to show how the retailer can be coaxed, cajoled, or forced to give his efforts toward co-operation.

But either of these plans require a considerably larger appropriation than many manufacturers can afford to start out with. He wishes to

increase his business. How, then, can he do it if he cannot go to the consumer with his story? In his case he has but the one plan worth pursuing, until he can afford to increase his appropriation, and that one plan has made thousands of firms take prominent places among our commercial industries who had at first to struggle for mere existence. The plan is simple, but when carried out faithfully is also a winner. It consists entirely in advertising to the retailer or distributor. He is to be interested in every possible way in the goods offered to him. New accounts are to be persistently solicited and old ones carefully nursed. By this plan the manufacturer exerts all his energies upon the retailer who distributes his wares and allows him to open up the field direct to the consumer. The same mediums mentioned before are used. The merits of the goods and the profit to be obtained through handling them are emphasized in this plan, while in the former, the great value of the general advertising being done was made one of the chief inducements for handling the product.

CHAPTER LXXIX.

THE GENERAL ADVERTISER'S CAMPAIGN

THE general advertiser may use many mediums, but his first attention is drawn to the magazines and daily papers. In the first, including the national weeklies, he can get a national hearing. In the latter he can get a more localized hearing. In some cases it would be better to use only one of these classes, in other cases both are necessary. It is impossible to reach the whole population of the United States by a paying advertising campaign. It is just possible that the largest national advertisers are satisfied if they can place their advertisements before fifty per cent. of the people.

The large medical advertisers reach more possible customers than any other class of advertisers, but they do not do it by using the newspapers and magazines alone. They use billboards, street cars, circulars, booklets, almanacs, demonstrations, sample distribution, etc. The large advertiser will use many of these to his advantage, but often the nature of his products curtails to a large extent the mediums he can profitably use.

By using about twenty-five magazines and women's periodicals he can reach a large proportion of this audience of fifty per cent. of the people of the United States, but he must use the principal daily or Sunday editions of the great dailies to get paying results.

The best plan for the general advertiser to follow in preparing a campaign for the first time would be to consult an advertising agency. These agencies are in a position to lay down plans for covering any particular territory or the whole of the United States. They can pur-

chase space for less money than the advertiser. They can help him formulate his plan, prepare his copy and in general suggest methods for looking after the business as it matures.

Besides the magazines and newspapers the general advertiser will probably use billboards, although there is some uncertainty about the real value of the billboard to the average advertiser. It is a medium that is used largely to supplement newspaper advertising, and used in this way will perhaps enhance the value of the newspaper space. It is sometimes used locally to aid in giving publicity to, and during demonstrations, during sampling, etc.

Prices range from five cents and upwards per sheet of twenty-eight by forty-two inches in size for one month. This price includes a guarantee that the paper will be rehung without charge if destroyed by storm or otherwise. The advertiser will have to stand the cost of the extra sheets. In any case about twenty-five per cent. additional paper should be laid out for waste in this way.

The billboard portion of a campaign may include painted display stands. While these are more permanent they are much more costly to install. They can be used to best advantage after the advertiser has established his product.

Street cars are generally accepted as being of excellent value in a publicity campaign. They should never be used to the exclusion of, but as a supplement to, the newspaper and magazine campaign.

The extent to which his campaign shall go in including mediums lies largely in the size of the advertiser's appropriation. There is one class of publication that he cannot afford to omit, however, and that is the trade papers. These monthlies and weeklies are going regularly to his customers—to his partners as it were in the distribution of his wares to the consumer. These retailers must be educated. They must be reminded that such goods exist.

The value of this trade paper advertising will depend more largely upon the style and argument of the advertisement than upon the mediums selected. The advertisement of the Walker Electric Company, Philadelphia, Pa., is about as silly as anything coming from a business firm can possibly be.

The trade paper advertisement should be specially prepared by a man who knows all about the article. He must tell the retailer about the article, give some of its advantages over others; he must tell how it is put up, why it is put up in the manner indicated, etc.; he should urge a trial order even if it is only to the extent of the smallest quantity that he can conveniently ship, and in most cases he should be willing to pay the cost of transportation and allow of the return of the shipment if it should prove unsatisfactory. Such an advertisement will elicit inquiry and bring business.

The advertisement of Lowney's cocoa brings to the dealer's mind the advantages of stocking and selling an advertised brand of cocoa and chocolate.

To supplement the work of the salesman the manufacturer must issue occasional circulars and folders illustrating new and seasonable lines. The retailer must not be allowed to think that his favorite firm cannot supply his wants. There must also be a constant going out after those dealers who have not stocked the articles he manufactures. A catalogue here is a necessity for most firms. Those whose lines are extensive or radically different must use one.

The merit of printed matter can be rightfully judged only by its results. Actual results form the only standard by which advertising value can be accurately measured, and criticism based on any other is likely to be fallacious and misleading.



Who Pays for OUR Advertising:

ANSWER: Neither the dealer nor his customers.

By the growth of our business through advertising we save enough in cost of salesmen, superintendence, rents, interest and use of our plant to cover most, if not all, of our advertising bills. This advertising makes it easy to sell.

LOWNEY'S COCOA

AND

Premium Chocolate for Baking

You make a fair profit and the customer likes our superfine goods. If other manufacturers allow you more profit it is because they want you to spend your valuable time in selling their goods for them. If the consumer pays a little less for some cheaper cocoa and chocolate it is because the maker does not put the money we do into buying the choicest cocoa beans and into grinding them.

All LOWNEY products are superfine, pay a good profit and are easy to sell.



The Over-sightful Dilemma: "What did I forget?" - all -

When the successful bidder says he will furnish you a

WALKER SWITCHBOARD

unless he forgets to keep his promise, as he may unless you remind him from time to time, you can be sure that your switchboard will be well designed, well built and the circuit breakers, instruments, switches and other items will be the best on the market. That is our reason for asking you to specify a "Walker" board.

WALKER ELECTRIC COMPANY
218 MOBLE STREET, PHILADELPHIA

30 Cortland Place New York Chicago Office: 30 Dearborn Street 370 Park Building 818 East Street St. Louis

In considering the catalogue the first question that suggests itself in connection with the subject will naturally be: "What is the catalogue's place in an advertising campaign?"

It has been proven to the satisfaction of nearly all advertisers, large and small, that as a rule a catalogue must be used in exploiting any line of goods. This is because the catalogue affords the opportunity for the impressive display of an entire line of goods, with extended descriptions and other practical information added. As a proof of this belief, one has only to study the modern advertisement that appears in our modern magazines. In these we often find the catalogue forced to the front while the goods supposed to be advertised are kept in the background. These advertisements are inserted for the purpose of inducing the public to send for the advertiser's catalogue.

We thus find that the catalogue is recognized as a vital feature—the clinching element—of an advertising campaign. When properly prepared and printed the catalogue appeals to the reader at a moment of leisure

when its strength is a thousand-fold more potent than a magazine advertisement can be.

Mr. Louis Barta, of The Barta Press, Boston, one of the most successful of artistic printing establishments in the United States, sums up the advantages of a well-prepared, neatly-printed catalogue as follows:

"First. It is the public link which connects the maker of the goods with the people who buy them—a virtual bill of fare, but better than a bill of fare, because it is descriptive and does not run in courses.

"Second. It can be sent to the exact person where it is likely to do the most good.

"Third. It gets close to the consumer.

"Fourth. It possesses an indescribable, yet plainly felt, influence.

"Fifth. It is the salesman's assistant."

The catalogues in use today may be divided into four classes: the odd, the elaborate, the extremely artistic, and those in which simplicity is the dominant note.

The comparative value of these classes has been established by experiment.

A manufacturer who used catalogues found by actual test that the odd-shaped ones brought a great many requests for additional copies, but sold very few goods. He also found that the elaborate and extremely artistic brought about the same results. After trying in vain to make these finely printed catalogues bring him business, he prepared a catalogue in which simplicity was the prominent idea. It was modeled on simple lines, without any frills or flourishes that so many designers and writers of advertising insist on. The size was convenient for handling and filing; the illustrations were exact engravings of his goods, confined chiefly to reproductions of the articles advertised; the type matter was neatly arranged, set in a legible face; the stock used was of good quality; and the presswork excellent; bringing out both type and illustrations to the best advantage.

The results achieved by this catalogue, after a year's test, were proven by the order of a new edition for the following year. His experience has been the same as a great many others.

It has become evident, then, that simplicity is the secret of success as far as catalogues are concerned. Oddity, elaborateness, and extreme artistic effects attract attention to themselves rather than to the goods advertised, and thus the vital element of forcefulness is lost.

On the contrary, simplicity not only appeals to all classes of people, but it also serves to emphasize the subject of the catalogue. It gives the advertiser's proposition an attractive setting, but does not allow that setting to overshadow the substance, and in this way it directs the attention to the proposition and brings profitable results.

Every manufacturer must sell his wares; he is, therefore, interested in every device that will aid him in so doing. Only one method of publicity is adapted to all classes of goods; properly handled, a catalogue

will sell goods. Consider the enormous mail-order business built up by and dependent upon the catalogue. One Western concern issues a mail-order catalogue as big as a family Bible, requiring a big printing office exclusively to make it, and mails it free upon request, paying twenty-five cents postage on it.

After the retailer has been successfully reached the general advertising campaign may be entered upon with some assurance of success. The manufacturer can then confidently believe that when he stirs up a community that it can be easily and readily supplied with his wares when called for.

As a usual thing, it will pay the general advertiser who has but a few thousands to spend for his first advertising campaign, to begin in a single large city, spending his appropriation largely in its newspapers, on its billboards, in its street cars and among its retailers. Here he should hammer away until he has secured a fairly well established trade before enlarging his territory by taking on another city, or the smaller towns near by.

His success will be twice as rapid, and at less cost if he does not take up the magazines with their scattered circulation until he has thoroughly worked all the large cities and prepared himself, in a measure, to get value from their national circulation.

CHAPTER LXXX.

THE VALUE OF AN INQUIRY AND THE FOLLOW-UP SYSTEM

THERE are some advertisers who have laughed at the follow-up system. There are many firms who have found the follow-up system to be a very remunerative institution. There is hardly any commodity that cannot be successfully advertised direct to the consumer. There is hardly any advertising campaign that should not include in its plan the getting of inquiries from prospective customers and the turning of these inquiries into orders.

At first thought one would imagine that the manufacturer to follow out this plan must install a regular mail-order department. In many cases this will not be necessary, neither will it be advisable. A search through the advertising pages of any magazine will reveal three classes of advertisements. First, mail-order advertisements, wherein the article advertised is sold direct to the consumer by the advertiser. The Hill Dryer Company advertisement is in this class. Second, advertisements that are merely intended to advertise some article that is sold by retailers and which is already more or less known. In some cases these advertisements are used for the purpose of reminding the reader of an article already known. The Murad Cigarettes advertisement illustrates this

class. There are others that are prepared for the purpose of educating the people to use the article advertised.

A third class are those that advertise a certain article, usually something new, and where an inquiry is solicited. This is done by offering a booklet or sample.

The persons making inquiry about the article are presumed to be interested in it. They have shown this much by taking the trouble to ask for further information about it. These inquirers are possible customers, what shall the manufacturer do with them? He can follow one



Saves Thousands of Steps and Back-Breaking Work

Because The Line Comes To You

HILL'S FAMOUS CLOTHES DRYER

Holds 150 feet of line—all in easy reach—clothes dry quickly. Put up or taken down in a minute. Folds up and leaves the lawn clear.

Write today for folder 6, it tells you all about this common-sense, labor-saving, convenient clothes dryer.

HILL DRYER COMPANY
306 PARK AVENUE WORCESTER, MASS.



Wherever America's social life centers, Murad Cigarettes find most ready acceptance. Discriminating critics appreciate their full, rich flavor and exquisite mildness.

MURAD CIGARETTES

stand high in the connoisseur's estimation because of the originality of their blend—a perfect harmony of the rarest Turkish tobacco. The Murad is the best product of years of scientific development.

10 for 15c

S. ANAGYROS, Manufacturer
111 Fifth Ave., New York

of two plans. He can fill any orders he may receive direct from the factory or he can refer them to the local dealer, when there is one in the locality handling his wares. The latter course is preferable when possible.

When an inquiry is received the information asked for should be carefully and simply given. The proposition has interested the one who sent the inquiry and who has become a shopper, as it were, at the manufacturer's store. If an order does not follow this reply, another letter or circular should be used to try and clinch the former argument. The number of pieces to a "follow-up" depends largely upon the nature of the article that is being offered.

When an inquiry is made from the consumer to the manufacturer, who has local representatives or agents, they should in every case be referred to the one nearest the place of inquiry. The agency should also be advised so that they may go out after the possible customer.

Where no agency is established the inquiries may be turned into orders and afterward used to convince the retailer at that point that the wares are in demand there.

The advertisement of W. W. W. Rings is a new proposition and illustrates this third class of advertisements to perfection.

The "follow-up" system in advertising is a distinctly modern evolution. It is the ruthless enemy of generalities, and under its operations, publications that cannot stand the test of showing definite results are weeded out of the list.

A "follow-up" plan can be made to do many things, to serve many purposes. Perhaps a summary of these may not be out of place.

First. It serves as a guide to the best paying mediums.

Second. It serves to show the style and class of copy that will draw inquiries, and proves the relative value of inquiries drawn from different styles of copy.

Third. It serves to reach customers in districts remote from a distributing point.

Fourth. It serves to prove to the dealer who does not handle the goods that there is an actual demand for them in his locality.

Fifth. It serves to prove to the dealer handling the goods that the advertising is being read and is proving resultful in sales.

By all means we would advise a strong "follow-up" campaign for the new advertiser. His brand or article being unknown it requires extra efforts to place them before the public. But if he expects this "follow-up" system to pay back its cost in direct results he will likely be disappointed.

The following clipped from an advertising magazine shows how expensive these inquiries are, but it does not show how much they have directly or indirectly profited the advertiser:

Pearson's Magazine furnishes the list below, showing the tabulated cost of replies for a booklet advertised by the C. B. & Q. Railroad in the magazines for one month:

Pearson's	\$1.51
Everybody's	2.10
Metropolitan	2.50
The Outing Magazine	2.60
Cosmopolitan	2.74
World's Work	2.86
Leslie's Monthly	3.36

Munsey's	\$3.54
Outlook	3.55
Review of Reviews	3.56
Scribner's	3.66
Century	6.00
Harper's Magazine	6.46

We Place This Guarantee **On Our Rings**

YOUR Jeweler has rings bearing this mark—"W.W.W." They are made with more care than any other rings on the market. They deserve, and are sold with, this guarantee.



"The setting of this ring is guaranteed permanent. If, at some time it comes out and is lost, we will replace it free. This guarantee is unlimited—has no 'strings,' no restrictions. It holds good as long as you wear the ring and is constantly backed by us, the makers—White, Wile & Warner."



No Patent Method

No patent method is used in these settings—nothing but *careful work*. The rings look the same as any good rings except for the superior workmanship and *workmanship* of setting and the exclusive style and design.



These are the only guaranteed rings in existence, because they are the only rings that measure up to this quality.



Standard Values **All Designs—All Stones**

Every W.W.W. Ring is a standard value. The stones are perfect; the gold is solid 18K. Our designs are by our own jewelry artists.



These rings are made for men, women and children. Give them for birthdays and graduations. Wear yours *throughout* your life.



Buy them for style, design and for quality—not merely because they are guaranteed.

W-W-W Rings

Your Jeweler sells them. If he does not send us his name and we'll ship direct to you through the nearest Jeweler who does. Write for the W.W.W. Catalog showing all the designs.

White, Wile & Warner, Dept., Buffalo, N.Y.

Makers of Standard Value Rings—no match the Jewelers Do Ring

This merely shows what it costs per inquiry in the different magazines for one month. It does not show nor attempt to show the cumulative value of the advertising done by the C. B. & Q. R. R.

Supposing the average inquiry costs the advertiser five dollars and that he sells direct from his "follow-up" system on an average of only one dollar per inquiry. This proves his loss apparently. But suppose ten per cent. of these inquiries come from districts where he has found no outlet for his goods—where no dealer has been induced to handle his wares. He has secured valuable data with which to further pursue his selling campaign. He can take these inquiries and orders and place them before the merchants of those localities. If he secures through this means a small percentage of new accounts, it can be easily seen that a five-dollar inquiry is not so expensive after all. It may be the direct or indirect means of selling thousands of dollars' worth of his wares. His advertising in cases like this is paying him, and he knows it.

The advertiser who does not elicit inquiries, who has no "follow-up" system may be making money out of his advertising, or not. His business may be increasing, or not. But he cannot prove, one way or the other, that it is due to any particular class of advertising.

CHAPTER LXXXI.

THE VALUE OF A TRADE MARK OR TRADE NAME

WHEN the manufacturer sets out to advertise his line of goods, he will save himself many thousands of dollars by selecting a trade mark or a trade name by which his goods can be identified easily by both the customer, or consumer, and the retailer, or distributor.

"Factories are a small part of the tobacco business—you can build them any time—but brands, or trade names, are everything," said Mr. James B. Duke, head of the American Tobacco Company, in a recently published interview. "It takes years and barrels of money to establish a brand of tobacco and make it profitable to the manufacturer. We have one brand of smoking tobacco which nets us \$2,000,000 a year. I wouldn't sell the simple right we have in its name for \$15,000,000 cash in hand. Moreover, we always have a new brand coming on. We are now sending out our best-known smoking tobacco under two names—its old one and a new one. We are pushing the new brand as hard as we can, advertising it extensively and giving away samples, but after a long effort we are selling only 400 pounds a day and losing \$1 a pound at that. We lost \$1,500,000 a year for four years, fighting the men who produced the best plug tobacco in the world. They had a safe and highly successful business, and it would have taken us ten years to make our brand profitable; even then they would have had their own brand and

process, and only the worst possible management could have injured them. But they became frightened and sold out.

"We advertise in every way known to modern business. We have college fraternity men, for instance, selling cigarettes. Every male immigrant who lands at Ellis Island has a package of smoking tobacco put into his hand. He sees the name and remembers it, and when he goes to Texas, or Alaska, carries the memory with him."

Just think of it! \$15,000,000 would not be enough to buy a trade name. It is worth more than that to its present owner. And yet there are hundreds of general advertisers who are spending money on advertising goods that cannot be easily identified, and that will allow of a large percentage of substitution on the part of distributors.

The trade mark, or trade name, has two values. In the first place, it proves to the public generally that the article is of a certain standard. Manufacturers who make inferior goods will not allow their names or trade marks to be used on inferior goods. In the second place, it helps the manufacturer in promoting his sales, because when the article is demanded another cannot easily be substituted for it.

There are some commodities that can be branded much more easily than others. Cigars and tobaccos, package foods, proprietary articles and medicines, etc., are all easily branded.

If a woman wants Sapolio she does not go to her grocer and order up a bar of scouring soap. If she wants Pearline she does not order a washing powder, neither does she want "Silverdust" when she asks for "Gold Dust." These are trade names that have cost millions to make known, but they have returned perhaps a hundred-fold in profit to the manufacturers.

Clothing can be easily labeled, but the label will be far less conspicuous. Manufacturers of good clothing usually place their name on a label upon or under the hanger of the coat or in the inside coat pocket. The manufacturer who neglects to have this label made known is losing valuable advertising.

The "Cravenette" advertising has been sadly lacking in one feature, and although the company owning the process have spent vast sums of money in advertising, not one in ten, perhaps, knows that "Cravenette" stands for a process and not a cloth. Thousands of rain-proofed coats are sold as "Cravenettes" in every large city in the United States, because people have associated the name with the material and not with the process.

Since writing the above paragraph for our first edition, the owners of the "Cravenette" trade mark have made an effort to familiarize the public with its labels. One of their advertisements is reproduced, on the following page, which shows how they are doing this.

S. A. Conover, representative of N. W. Ayer & Son., Philadelphia, a well-known advertising agency, in an address before a meeting of manufacturers of shoes, said:

"Advertising is a force which will make an ordinary article of everyday use (that has merit and which the people will need continually) into a thing of extraordinary popularity. We have had several instances along this line: Biscuits, butter, matches, shoes, and many more articles of every-day use. When a manufacturer or wholesaler adopts some trade mark or special name for a certain shoe or special line of shoes, he protects both himself and the consumer, and by advertising to the consumer creates a demand for this particular line of goods; and when the salesman goes in to open up a new territory, he finds that the fact that the trade mark or special name is advertised a logical argument why the dealer should put that line of shoes in.

WARNING! ALL RAIN COATS ARE NOT "Cravenettes"

"Cravenette" RAIN COATS

See the marks representing your own property in the label.

See the label in pocket of the coat or elsewhere.




None Genuine Without Them
They Contain No Rubber
Have No Unpleasant Odor
Will Not Overheat or Cause Perspiration
No Turkish Bath

The "Cravenette" greatly distinguishes the true rain coat from the cheap imitations of a cheap coat which are sold in the market and which are not made of the same material.

Cravenette Co., USA
Office: 100 Fifth Avenue, Cor. 15th Street, New York

"Cravenette" is a registered trademark of the Cravenette Co. and is used by permission of the Cravenette Co. in the label of the coat.

Mutual Protection

We have evidence in our possession that SHIRTS, ATHLETIC UNDERWEAR, OFFICE COATS and PAJAMAS made of fabric in imitation of "Soiesette" are being sold over the counters of certain stores as genuine "Soiesette." We are now taking legal action against such stores to protect our trademark rights.

We take this opportunity to warn the public, for its protection as well as ours, that

SOIESETTE

Is the Registered Trademark

of a cloth which is manufactured solely by us.

As a further protection we supply labels bearing the word "Soiesette" to manufacturers, and these labels appear in garments made of the genuine material.

Ask your dealer for garments of "Soiesette", and demand label for your protection.

This is the label  Look for it

CLARENCE WHITMAN & CO.,
39 Leonard St., N. Y.



"A wholesaler was telling me sometime ago about a certain experience he had in a new territory. He went himself to try to open up the trade, and in many instances, when he was showing his goods, which were without doubt very excellent, the buyers said they did not care to handle them, because they had other lines of advertised goods which had a general call from consumers, and did not care to add anything new that would increase their outlay for stock. This wholesaler told me he would be glad to make the price lower, and offered a considerable discount. The dealer said it made very little difference what the price was; if they were not advertised, he was not enthusiastic about carrying them. After several experiences of this sort the wholesaler returned and said he had decided to figure up about how much these discounts would total up, and that he would spend at least that amount in advertising to the consumer and place his goods on a basis where the dealer would want to handle them, and where there would be a fair profit."

Next to a good bank account, a practical trade mark, or trade name, is about the most valuable addition a man can have to his business.

Trade marks should be simple in construction, unornamented by designs or scroll work, and to be most adaptable and valuable should be designed for one color only.

The trade mark should be so simple that once seen it would always be known and identified when seen again.

The advertisement of Clarence Whitman & Co., New York, is a warning note that is sounded every once in a while by manufacturers owning trade names. This acts both as a check on the sale of imitations and a renewed inquiry for the genuine.



TRADE MARKS AND TRADE NAMES

Part Eight

TECHNICAL

CHAPTER LXXXII.

POINTS ABOUT TYPES

THE typographical appearance of an advertisement deserves more attention than is usually given it by the retail advertiser. He spends a great deal of time in writing his advertisements, and should not leave the matter of type arrangement entirely in the hands of the printer.

The proper selection and arrangement of the type is just as important as the wording, yet the whole construction and selection of type faces is often neglected, either because the printer is indifferent or the advertiser is not versed in the technique of the printing art. It is rather discouraging to an advertiser to have the effects of his labor destroyed by some blundering compositor.

The test of a good advertisement is to first attract attention, then create interest, and finally to make a sale. If the first step is not secured, it is due to the unattractiveness of the type arrangement, which is sure to bring on a failure of the ultimate aim of the advertisement.

The same display and type arrangement is not suited to all lines of business. The milliner and jeweler should never use heavy black-faced types, but rather those of a lighter and more artistic tone. The apparel retailer can effectively use heavier type faces than the milliner or jeweler, but he also should leave the very heavy faces, such as the bolder faces of gothic, to the banks and other financial institutions.

Dainty and delicate things should be advertised in shapely and artistic type faces. Clothing, shoes, hats, etc., may be better advertised in a style of type strong in eye-catching qualities.

Nearly all of the modern type faces are modeled after the Old Style Roman, which may be regarded as the primary style. The Modern Roman, which is used in newspaper work, is slightly heavier and less open and rounded than the Old Style. For printing booklets and the finer grades of advertising matter, the Old Style is preferred.

There are so many different styles of display type faces (perhaps a thousand) that it is impossible to set down any rules for a proper selection for the individual advertiser to make. Each newspaper makes its own selection from the many, and the advertiser is consequently compelled to use those that the newspaper has selected.

Some of the larger newspapers issue a small booklet showing specimens of the different styles and sizes of type used in their offices. Where there is no specimen book to be had the best method for the advertiser to pursue is to clip from the newspaper, as they appear, specimens that he would like to use. These specimens should be at least a full column in

width, or perhaps two would be better, as then the number of letters that will fill a given space can be reckoned from it.

By pasting these specimens on cards and securing from the printer the size and name of the specimen, the advertiser can easily, by referring to his specimen cards, designate the style and size type he wishes used in his advertisement.

Old specimen books are usually to be found in abundance in printing offices. The advertiser who is interested in the study of type faces should secure at least one of these and look it over. If none are to be had the newspaper can easily secure one for him, as the type founders are glad to place them in the hands of printers free for the asking.

Until quite recently, owing to an absence of a uniform standard of measurement among type founders, sizes of the same name and style differed considerably, causing much annoyance and additional labor in the printing office in justifying one with the other. A few years ago, the makers of types established a standard based upon the point system which has aided the printer to a large extent in making up beautiful displays with little loss of time.

The standard of measurement is one inch. This is divided into seventy-two sections called points. Each size of type is now designated according to its fractional relation to an inch, expressed in points. For instance, 7-point type is seven seventy-seconds of an inch in height from bottom of line to top; 14-point is fourteen seventy-seconds of an inch, etc.

The width of a letter, that is the width across from right to left, is not regulated by points. There is a certain standard of measurement used by type founders in making up the proportions of each letter, but there is no definite rule whereby it can be stated. The width of any letter may be twice as much in one style as in another. The designers usually use their own ideas of proportion in designing new type faces. Some are very much extended, while some are very much condensed.

In former times the sizes of types were given names, thus: Nonpareil, Minion, Pica, etc., and were always recognized under these names. In some offices, some of the older-fashioned printers adhere to the old names, and for that reason we give the following table:

The names of the different sizes of types according to the old system and their relative sizes under the point system are:

Pearl	5 Pt.	Two-Line Brevier	16 Pt.
Agate	5½ Pt.	Great Primer	18 Pt.
Nonpareil	6 Pt.	Paragon	20 Pt.
Minion	7 Pt.	Double Small Pica	22 Pt.
Brevier	8 Pt.	Double Pica	24 Pt.
Bourgeois	9 Pt.	Double English	28 Pt.
Long Primer	10 Pt.	Five-Line Nonpareil	30 Pt.
Small Pica	11 Pt.	Double Great Primer.....	36 Pt.
Pica	12 Pt.	Canon, or 4-line Sm. Pica.	44 Pt.
English	14 Pt.		

It will be seen from this table that there is a great variety of sizes in types. Nor is the list above complete, as there are larger type faces made. They are usually calculated as 2-, 3-, 4-line of some of the smaller faces most commonly used. For instance, 72-point type is known as 6-line Pica, or 6 times 12 points. Comparatively little type is made of metal in sizes larger than 72-point. The larger sizes are usually cut from wood and are known as wood type. It might be well to state that all types, cuts, rules, borders, etc., are .918 of an inch high. If all these were of different heights there would always be trouble in getting them so that all would print. The term "type-high" alludes to this height.

In the several pages of type specimens on the following pages are shown several of the best-known type faces. These are reproduced from the actual type and the size shown in points.

A comparative study of the different styles and faces, as well as the different sizes of each style, will prove advantageous.

In Cheltenham there are shown forty-eight styles and sizes, and in Caslon there are thirty-six shown. Both these faces are modeled on the Old Style Roman. The Caslon has a thin, small face, the capitals being slightly heavy for the lower case letters. Practically every type foundry has copied these two styles, and in some cases distorted them out of all proportions.

The Cheltenham letter is very useful, especially in the smaller sizes, on account of its unusual legibility. It is a good face to use, because of its long ascending and short descending letters, its short serifs and close set—about twenty per cent. more words can be set in a given space than the same body of any other old style.

There are five faces of Cheltenham shown, viz., Old Style, Old Style Italic, Bold, Bold Condensed, and Bold Extended. Notice the great difference in the amount of space occupied by a letter in the condensed and in the extended styles. It is sometimes necessary to get a certain number of words into a certain space and the condensed face will prove valuable.

Cheltenham Italic has a pleasing face and the capitals of all the different styles are good for display lines.

It requires a keen eye and a practiced one to tell offhand how much space a given number of words will fill. The retail advertiser would have to devote considerable time to this study before he could accomplish anything along that line. For the purpose of aiding him, the following table is given:

Words required to fill one inch deep across one column, two and one-sixth inches wide:

	Solid.	Lead.
6-point—Nonpareil	106	87
7-point—Minion	85	60
8-point—Brevier	72	51
9-point—Bourgeois	63	47
10-point—Long Primer	47	36
11-point—Small Pica	38	29
12-point—Pica	31	25

6 Point Cheltenham Old Style Italic

IMMENSE COFFEE PLANTATIONS

Supply Every Increasing Demand of Many Nations
1234567890

8 Point Cheltenham Old Style Italic

NEVER FORGET THAT

Your Customer Wants What He Pays For
1234567890

10 Point Cheltenham Old Style Italic

TRADING STAMPS

Save Your Stamps and Get Premium
1234567890

12 Point Cheltenham Old Style Italic

BARGAIN DAY

Get Your Fall Dress Goods At
1234567890

14 Point Cheltenham Old Style Italic

OPPORTUNITY

Great Bargains 80 To-day

18 Point Cheltenham Old Style Italic

BUYERS

Get Good 44 Articles

24 Point Cheltenham Old Style Italic

PAINT

For 15 the Artist

14 Point Cheltenham Bold Condensed

AUTOMOBILE 2134 Circuits

18 Point Cheltenham Bold Condensed

PLOWS 19 Studebaker

24 Point Cheltenham Bold Condensed

CAPS 10 Bargains

6 Point Caslon Old Style Italic

OLD BUNKER HILL MONUMENT

Erected at Boston will ever be a Source of Great Pride
1234567890

8 Point Caslon Old Style Italic

GRAND CANYON SCENERY

Purchased from the Government at Paris
1234567890

10 Point Caslon Old Style Italic

GENUINE BUTTER

All Packages Marked and Delivered
1234567890

12 Point Caslon Old Style Italic

CORNER STORE

Big Bargains Every Monday
1234567890

14 Point Caslon Old Style Italic

GOLD MINE

Has 22 Stores in 1 State

18 Point Caslon Old Style Italic

NECK TIES

All Colors 29 Shades

24 Point Caslon Old Style Italic

ROOMS

Housekeeping 5

30 Point Cheltenham Bold Condensed

FALL 30 Sales

36 Point Cheltenham Bold Condensed

JULY 4 Sale

6 Point Cheltenham Old Style

TRY OUR HOME COOKED LUNCH

Only Pure First Class Creamery and Dairy Butter Used
1234567890

8 Point Cheltenham Old Style

FASHIONABLE TAILOR

Garments for Young Men and Young Women
1234567890

10 Point Cheltenham Old Style

MEAT MARKET

Our Meats Are Fresh Every Morning
1234567890

12 Point Cheltenham Old Style

INSPECT THESE

Garments Before You Leave Us
1234567890

14 Point Cheltenham Old Style

SMOKERS

Try One of Our 15c Cigars

18 Point Cheltenham Old Style

EXCURSIONS

To 5 Points in Indiana

24 Point Cheltenham Old Style

POMEROY

Has 122 Printers

30 Point Cheltenham Old Style

HAT 2 Place

36 Point Cheltenham Old Style

AT 9 Store

6 Point Caslon Old Style

HORTICULTURAL EXHIBITS

Beautiful Displays of the Rarest Species are Shown by
1234567890

8 Point Caslon Old Style

ELECTRICAL MARVELS

Some Remarkable Achievements of a Year
1234567890

10 Point Caslon Old Style

ORIENTAL TRAVELS

Official Chronicles of Embassy Fry
1234567890

12 Point Caslon Old Style

DRY GOODS

Nifty Styles in Silk Dresses
1912-1913

14 Point Caslon Old Style

CANDIES

Assorted 20 in Fine Box

18 Point Caslon Old Style

POP CORN

Buttered 191 Fresh

24 Point Caslon Old Style

CANDY

Sweet 68 Kind

30 Point Caslon Old Style

GIN 72 Jar

36 Point Caslon Old Style

IT 8 Will

6 Point Caslon Bold

EXCLUSIVE MANUFACTURERS

Marble Covered Tables, Mantles 1234567890

8 Point Caslon Bold

GENUINE DIAMONDS

Rubys and Emeralds Cash 1234567890

10 Point Caslon Bold

SOMETHING GOOD

Oysters Raw and Fried 12345

12 Point Caslon Bold

BUTTERMILK

A Good Medicine 1234567

14 Point Caslon Bold

ICE CREAM

A Dish for Gods 123

18 Point Caslon Bold

HATTER

Stetson 9 Derbys

24 Point Caslon Bold

TAN 1 Shoes

30 Point Caslon Bold

BELL Boy

36 Point Caslon Bold

GIN Mill

42 Point Caslon Bold

CUT Glass at 13

48 Point Caslon Bold

BAR Fixtures

6 Point Caslon Bold Italic

FANCY NECKWARE SALE*Tuesday Bargains in Latest Novelties 123*

8 Point Caslon Bold Italic

CLOTHING BARGAINS*Great Clearing Sale Continuing 45*

10 Point Caslon Bold Italic

SECRET SOCIETIES*Holding First Annual 6789*

12 Point Caslon Bold Italic

COUNTY FAIR*Beginning Monday at 21*

14 Point Caslon Bold Italic

HUNTING*Rabbit and Quail 13*

18 Point Caslon Bold Italic

BANK*Burglar Proof 8*

24 Point Caslon Bold Italic

TOY 2 Shop

30 Point Caslon Bold Italic

EVA And

36 Point Caslon Bold Italic

BIG Bill

8 Point Pabst

NECKTIES for Men or Mollycoddles 123

10 Point Pabst

FRESH PORK by the Carload 12

12 Point Pabst

GOOD FOR Gas Bills \$123

14 Point Pabst

WRAPS for Winter 21

18 Point Pabst

FRUITS for all 25

24 Point Pabst

BEAN Soup 18

30 Point Pabst

HOT time 2

6 Point Cheltenham Bold

FIRST COME, FIRST SERVED Our Motto 12

8 Point Cheltenham Bold

SUMMER SAUSAGE—The Best Yet 12

10 Point Cheltenham Bold

PRINTERS, Good & Reliable 23

12 Point Cheltenham Bold

STAMPS at Cost Price 123

14 Point Cheltenham Bold

MILK, Strictly Fresh, 2

18 Point Cheltenham Bold

CANDY Special 12

24 Point Cheltenham Bold

REAL Estate 2

30 Point Cheltenham Bold

LIFE Risk 3

36 Point Cheltenham Bold

OX Tail 2

36 Point Pabst

GRAND Opening 12

48 Point Pabst

HATS at Cost 2

5 Line Wood Type, Jensen Old Style

ICE Cold 2

6 Point Cheltenham Bold Extended

SEASONABLE Goods on Hand 123

8 Point Cheltenham Bold Extended

NEW YORK Business Men 12

10 Point Cheltenham Bold Extended

MOTHER'S Favorite 23

12 Point Cheltenham Bold Extended

HOLIDAY Goods 12

14 Point Cheltenham Bold Extended

FAMILY Pride 12

18 Point Cheltenham Bold Extended

JUNE Bride. 2

24 Point Cheltenham Bold Extended

OLD hoss 2

6 Point Cheltenham Bold Italic

GOODS AT FIRE SALE Prices This Week 12

8 Point Cheltenham Bold Italic

SPECIAL PRICES to Young Men \$12

10 Point Cheltenham Bold Italic

A \$25 SUIT with Each Order

12 Point Cheltenham Bold Italic

EXTRAS for Newlyweds 13

14 Point Cheltenham Bold Italic

COFFEE--the Best 123

18 Point Cheltenham Bold Italic

MILK for Baby 12

24 Point Cheltenham Bold Italic

GOOD Pies 12

30 Point Cheltenham Bold Extended

FRESH Prunes 123

36 Point Cheltenham Bold Extended

ROCK Bottom 2

42 Point Cheltenham Bold Extended

BEST Stock 2

48 Point Cheltenham Bold Extended

BEST Stoc 2

6 Point Title Gothic

INVENTIONS HAVE MADE IT 1234567

8 Point Title Gothic

WEDNESDAY BARGAINS 123

10 Point Title Gothic

GREAT DAY HERE 12

12 Point Title Gothic

A BARGAIN 1234

18 Point Title Gothic

BIG SALES 123

20 Point Title Gothic

FOR MEN 12

24 Point Title Gothic

21 TIMES

30 Point Title Gothic

BOY 12

36 Point Title Gothic

BIG 12

42 Point Title Gothic

3PET

6 Point Lining Gothic

ALL WOOLEN GOODS Guaranteed, \$123456

8 Point Lining Gothic

BIG SALES In Cooking Utensils 123

10 Point Lining Gothic

ALL BEANS Hand Picked 123

12 Point Lining Gothic

SPLENDID Bacon 1234

18 Point Lining Gothic

MEN'S Coats 123

6 Point Condensed Gothic

THESE GOODS MUST BE SOLD. You Have the Price \$123

8 Point Condensed Gothic

MADE TO LAST a Lifetime if You're 12345678

10 Point Condensed Gothic

GOOD FOR BOYS in High School 123

12 Point Condensed Gothic

KEEP COMING, We Have Over 12

14 Point Condensed Gothic

CAKES Like Mother Bakes 12

18 Point Condensed Gothic

MEN'S SOX Half Off 12

24 Point Condensed Gothic

FRESH Eggs \$122

30 Point Condensed Gothic

OLD Glory 1776

36 Point Condensed Gothic

TOP Coat 12

42 Point Condensed Gothic

TOP Hat 2

48 Point Condensed Gothic

TO Hat 2

60 Point Condensed Gothic

TO ha 2

"Leaded," as here used means a dividing of the lines of type with a "six-to-pica" or "2-point" lead. To determine the number of words for two columns multiply by two.

There is hardly any necessity for type larger than 12-point being leaded, except for the purpose of filling space, as the type faces larger than that look to be set farther apart than the smaller faces.

Here is another little table that will prove valuable in computing space necessary to give a headline:

Letters required to fill one line across one column, two and one-sixth inches wide:

	All Caps	Caps and Lower Case
12-point.....	18	22
14-point.....	15	19
16-point.....	13	17
18-point.....	11	15
24-point.....	9	11
30-point.....	7	9
36-point.....	6	8
48-point.....	4	5

Extra condensed type (capitals only):

12-point.....	43
18-point.....	30
24-point.....	23
36-point.....	17
48-point.....	11

Spaces between words should be counted as one letter.

The basis in this country of measuring the space used in a newspaper or magazine column, for advertising purposes, is the *agate line*.

There are fourteen agate lines to an inch, or to be plain, an agate line is the equivalent of one-fourteenth part of an inch. One-inch space is fourteen agate lines, two inches twenty-eight, two and a half inches thirty-five, three inches forty-two, and so forth. There is no difference how many actual lines of reading matter a space contains. You may crowd—by using very diminutive type—more than fourteen lines in a *fourteen agate-line* (one inch) space, or using large types fourteen agate-line space has room only for three or four lines.

A merchant, when placing advertisements, should always contract for a larger amount of space, using for a unit not inches, but agate lines. For instance, an advertiser inserting daily a four-inch (56 agate lines) advertisement in a newspaper uses 20,440 agate lines in 365 days. He should contract for 20,000 lines, to be used within a year, payable quarterly or monthly after proofs of insertions are submitted and found satisfactory. Using fifty-six lines daily, he pays at a certain rate, we say, five cents per line. When a contract is made for twenty thousand lines, the chances are that he can buy the same space at three cents per line,

and in addition secure a good position, "next to reading matter" or "top of column."

An "em" is the square of the body of a type, of whatever size.

Most newspaper columns are 13 ems pica wide, although some are 12 or 12½ ems pica. Magazine columns are almost always wider.

Type is divided into two classes—"body" and "display." The former is that in which reading matter—newspapers, books, etc., is set, while the latter, which is always different in face from body type, is used for headings and for lines that are to be made especially prominent.

Display or job faces are rarely to be found smaller than 6-point. The sizes usually to be had ascend in even numbers of points only, as follows: 6-point, 8-point, 10-point, 12-point; 14-point frequently, 16-point not frequently, 18-point, 20-point not frequently, 22-point not frequently, 24-point, 28-point not frequently, 30-point, 36-point, 42-point frequently, 48-point, 54-point not frequently, 60-point and 72-point.

Type may be set "solid" or "leaded." When solid, the lines of type are close against each other; when leaded, thin strips of metal—usually two points, or one thirty-sixth of an inch in thickness—are between the lines.

"Display" in advertising means three things, the word being used interchangeably and always understood in its proper connection: Type other than body type, in which lines, words, or figures meant to be prominent are set; a manner of setting unlike that used for news or editorial matter; an advertisement largely set in display type, or in which white space is a feature.

White space is often considered as valuable for the purpose of display as display type. An advertisement can be made very striking, even though display lines may not be especially large, by the use of white space through and around it.

Nonpareil—or 6-point—type is the size most often used for items in retail advertising, although many stores consider that 8-point is as small as will be read by any considerable part of the public.

The advertiser should decide on the sizes of type he wants for "body matter"—introductory and items. He will not go far wrong if he adopts the following rule:

If items are in 6-point, introductory in 8-point.

If items are in 8-point, introductory in 10-point.

For single and double column measurements, 8- or 10-point is large enough for introductory—indeed, 10-point is sufficient size for three columns, but beyond that width, 12-point is a better size.

For headlines, the sizes to be used should be about as follows:

Single column, 12-point; double column, 18-point; three columns, 24-point; four columns, 36-point.

Above four columns the size may depend entirely on the traits of the particular advertisement.

If a second display line is to be used under a headline, it should be 6 to 12 points smaller.

It is hardly practicable to mark the size type in which every display line is to be set. The best plan is to select a certain style of type for all display lines, and leave the size to the compositors—except that headlines should be of uniform size for single-column widths, double-column widths, and so on.

As, however, all headlines of each width should be the same size, after an advertisement is set up satisfactorily, count the letters in a line of each size, and do not write more than that number of letters for any lines intended to be of similar length.

An advertisement should have individuality—a personality of its own—just as most people have.

To that end, the advertiser should choose from a newspaper's supply some one "series"—i. e., the several sizes in which the type is made—of a display type, and use that type in all his advertisements in that paper.

If he advertises in a number of papers, he should have all his advertisements look alike. He should, if possible, get the papers to use this particular type for him alone; failing in that, he would probably, as many advertisers do, find it advisable to buy his own display type—different from any the papers have—in which event he can be sure of its exclusive use.

"Indention" is the setting in of a line or body of type by a blank space at the beginning of the left-hand side; shown in the first line of a paragraph, which is variously indented an em or more according to the length of the line—the longer the line the greater the indention.

"Hanging indention" is an equal indention of all lines of a paragraph, except the first, which is longer than the other and hangs over them. Hanging indention is used mostly in setting items, the introductory being set in the regular, or "paragraph" indention. In single-column items, the hanging indention is usually "one and two"—first line indented one em and following lines two ems. In wider measure the indention is greater but proportionate.

"Effective display" in an advertisement consists in the quick and clear bringing to the eye—and back of the eye the mind—of the reader the one thing that will be most interesting.

With a large proportion of people, price alone is the first consideration; others will be attracted by the name of the article; still others by conjunction of name and price.

There can be no hard-and-fast rule as to exact display. It must, in its details, be governed by the character of the store, its goods, and the class of people appealed to.

As a general proposition, display of some sort is essential to a retail advertisement. But the ad-man must decide for himself what he will do.

There are numerous methods of setting display: The straight line or heading in the center of the width above body matter, perhaps reinforced by other straight lines (also centered) about the middle or at the foot of the body matter; the straight line set to the left or right; heads or side-heads set in "boxes" of rule; side-heads without boxes;

figures that are "cut-in" (partially or entirely surrounded by type) which may be either front or back of an item; figures as large as all the lines of body type in which an item is set; figures in boxes, and so on. Styles of display may be borrowed, adapted, or invented, according to the inclination or ingenuity of the ad-man.

As we said before, the length of a line in the regular newspaper column is thirteen ems pica, or two and one-sixth inches. This width—thirteen ems wide column—is adopted, with very few exceptions, by all newspapers. The number of columns in newspapers varies from five to nine. The seven-column paper is the most popular. According to the number of columns used by a paper the size, in inches, of the pages is as follows: Five-column, 11 x 18; six-column, 13½ x 20; seven-column, 15½ x 22; eight-column, 18 x 24, and nine-column—which is very seldom used—20 x 26. The above figures indicate the space occupied by composition.

CHAPTER LXXXIII.

BORDERS AND ORNAMENTS

IN recent years the use of borders around newspaper advertisements has become the rule, rather than the exception, and rightly so. For a long time large advertisers fought their advertising managers along this line. The latter wanted to use more borders, while the former did not want to pay for the space they would take up. The advertising managers "won out," and today the border is the proper thing.

A border should be used primarily for the purpose of showing the reader, at a glance, the full extent of the advertisement. In its secondary use, it may be considered as an ornament to it or as a means of display. There can be no doubt that a strong border gives an advertisement a compactness that has a tendency to make it stand out well from the printed page.

It is necessary to use some means of showing the extent of the advertisement other than the column rules at the sides, and the rules used by the printer for separating one advertisement from another. If any merchant does not think so let him look over the advertisements in any paper where they are not extensively used. He will find a large area of type matter, some display lines, and a few illustrations. His first glance reveals nothing that is likely to impress more particularly upon his mind one advertisement over another. Then let him take a page where borders are used, and notice the first advertisement that strikes his attention. It is a compact advertisement surrounded by a striking border.

The border then is one means of display whereby the merchant can attract attention to his advertisement. The more attention that can be attracted to it the more readers it will have. The more readers there are

of a strong, convincing advertisement the better it will serve the purpose of the advertiser.

The border should in all cases be of a width suitable to the size of the space. The merchant using a five-inch advertisement one column wide does not want a border half an inch wide. It would serve as ornamentation and it would make the advertisement prominent only at the sacrifice of valuable space needed for the wording. It would make of the advertisement a narrow panel in which little could be said, and in which there would be no room for an adequate display line.

A 6-point border is large enough for a single-column advertisement. Anything larger is likely to defeat the object of the advertisement.

Double-column advertisements may, and should frequently have, 12-point borders. Even 16-point borders are not out of place when the advertiser can spare the space, without impairing the quality and quantity of reading matter.

Where a border is used there should be sufficient white space, or indention, surrounding the advertisement, so it will have no appearance of being crowded. This white space inside the border should be at least half the width of the border.

Borders used in newspaper advertisements should be bold and not over fancy. The delicate tracery seen in some borders render them unfit for rough use. They are more suitable for booklet and leaflet work.

Brass rules make good borders. A couple of years ago the perfectly plain rule border with round corners was considered the proper thing. Their use became so general in some papers that as a means of ornamentation they were of no use. One was reminded often of an obituary notice, when picking up the newspapers in those days. If they are used occasionally they are quite effective, but the heavier rules at least should be very infrequently used.

On page 508 are shown the different size rules, from 1 point to 12 point. On page 493 will be found seven designs in newspaper borders, besides five brass rule borders, three with square corners, two with round. By using the rules or borders, similar to those shown, any advertisement can be made attractive.

The merchant who seeks distinction for his advertisements should purchase a distinct and conspicuous border for his own use. Type foundries are now putting up small fonts of borders for that very purpose. Prices range from seventy-five cents per font upward, according to size. When a merchant has a distinctive border of his own, the readers of a paper become familiar with it, and note it every time the paper is opened. This is worth considerable to the advertiser, for they are led to think of the store, whether they read the advertisement or not.

As a rule, any advertisement set in very heavy faces of type should be enclosed in a light-face border, and the light advertisement by a heavy, dark border. By this rule contrast is obtained, which is very desirable for display purposes.

Brass rules, with which printing offices are usually abundantly sup-

plied, can be used quite effectively in ornamental work. Any printer, if given time, can make up any design found elsewhere, providing, of course, he has the necessary stock and the time sufficient to produce the design.

Some advertisers are very partial to the use of rule boxing, and use it to excess. If rule boxing is used in moderation it is of good effect, but when used so as to panel off the whole advertisement, it is an eye-trying affair to read.

A heading can be made more prominent by a rule box, but if every advertisement in a paper was set in the same way it would lose its effectiveness. The following example is a good use of rule boxing:

FALL STYLES

Note how the boxing makes the words stand out, and lend them increased prominence.

It is sometimes desirable to emphasize the price where there is not space for large figures. It can be done in the following manner very nicely:

**We place on sale to-day fully
1,000 pairs of Ladies' Fine
Kid Shoes, Patent Leather
Tips. Regular value \$3.50
and \$4, - - - - - at**

**\$2.⁷⁵
THE
PAIR**

Ornaments such as fancy figures and ornamental scroll work have no place in a newspaper advertisement intended to sell goods. In the opening announcement they can be used to some extent, but in the advertisement intended to sell goods never; white space is preferable.

The following shows how borders can be made at a slight cost:

"A distinctive border is as valuable as a distinctive name plate.

"No matter how well a man may be dressed, if he wears a shabby hat his appearance is spoiled." We may say the same thing about an advertisement that is otherwise well written, but has a shabby border. The general effect, made by a well-written and cleverly illustrated advertisement is spoiled by a clumsy or inappropriate border. An attractive border design increases very considerably the value of the advertisement. It captures the eyes of the reader.

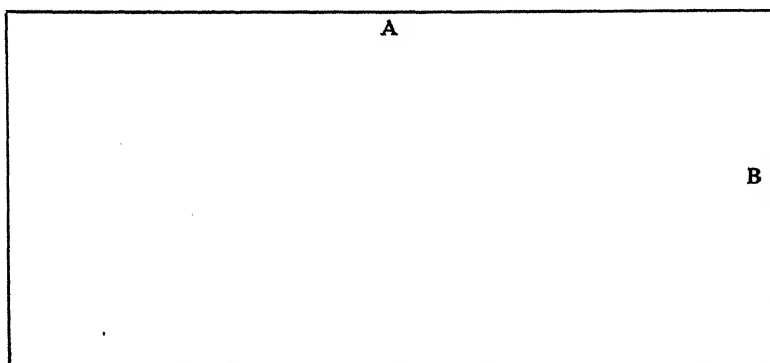
"If a certain style of border is followed up for a certain length of time, the advertisements of the firm using these borders become distinctive; they will be easily recognized at a glance on account of the distinctive and characteristic border. There are stores using the same

border designs for years. No matter what size advertisement they insert in the papers, the border is never changed.

"Many advertisers do not pay the slightest attention to borders. They give instructions on their copy to the printer for 'a 3-point rule' or 'a 2-point double rule,' etc., and very often borders are not requested at all.

"In a small advertisement a plain 1-point rule is the best border. To attract attention a clever cut, illustrating some catch phrase, a novel arrangement of rules, the judicious use of white space or a good type display serves the purpose.

"It is different with full-page advertisements. A full-page advertisement ought to have an attractive border. I have seen the best written advertisements spoiled by a heavy, plain black border. The advertisement looked like an obituary notice. I have seen full-page advertisements with old-fashioned fancy borders around them, set up by the printer. These fancy borders are out of date; any printer may tell you that they are nothing but junk in the print shop.



"A very attractive, up-to-date border design can be made at very little expense. For instance, for flag day the easiest thing is to make an attractive and appropriate border, composed of flags by proceeding as follows: Take a print of an American flag—no matter what size—and have a zinc etching made of it, reduced, of course, to any proper size. Ask the photo-engraver for twenty-five proofs. Mark out on a piece of white cardboard the size of the border you wish to use and paste the flags around one corner, arranging them as tastefully as possible. All that is necessary is to have one corner and one-fourth part of the square finished, as is shown in the accompanying illustration from A to B.

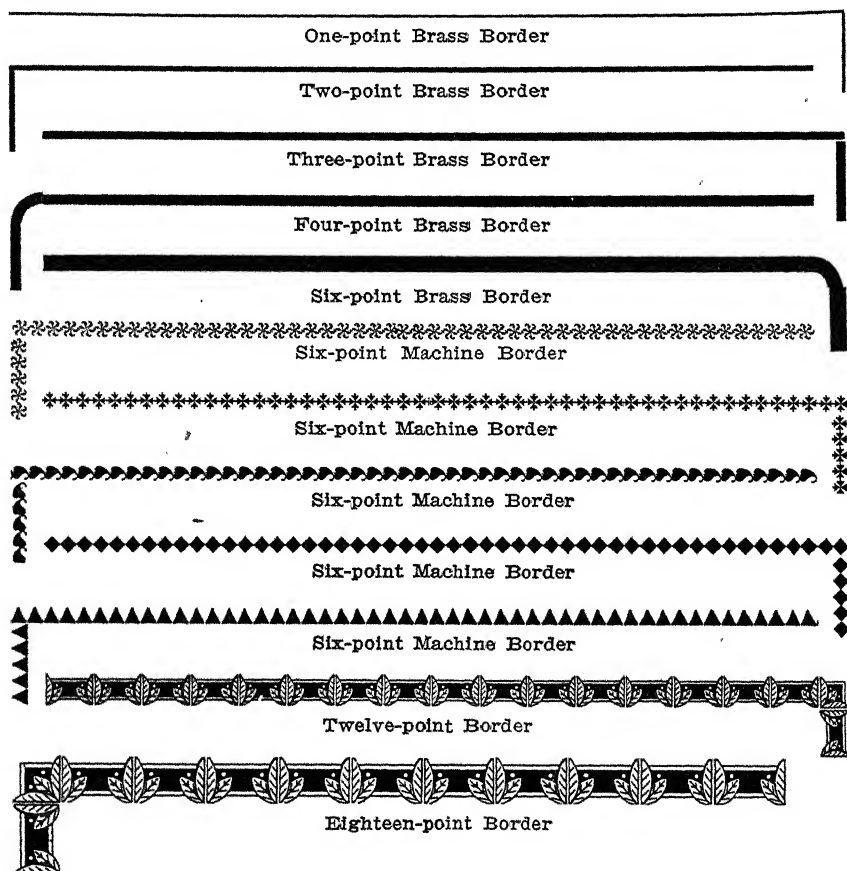
"Order a line-cut (a zinc etching) from this copy. When you have this, order one electrotpe of same and two electrotypes *reversed*, thus you will have the four corners and the sides ready for a perfect square which composes the border. The whole expense of such an attractive border will be about \$2.00.

"All kinds of combinations can be made without designing, the only thing necessary is to have good taste for arranging prints, adaptable for

a border. It is not necessary to have the whole border pasted on cardboard, and a large line-cut made from same; simply order one-fourth of the square, or a part of a side and one corner.

"Photographs cannot be used for this purpose, for the simple reason that *line-cuts* cannot be made from them. Half-tones, no matter how coarse screen they may be, do not print well on common newspaper. I have seen the most attractive border designs made from prints taken from old books and magazines. If an advertising writer knows how to make use of old prints and drawings, he can produce the most appropriate and attractive borders for an advertisement.

"It is well to know that the cost of zinc etchings is very reasonable—less than five cents per square inch. Electrotypes can be had for two cents per square inch. In ordering border designs, it should be remembered that if a line-cut or electrotype is ordered, the photo-engraver charges for space *between the borders*, and for this reason it is best to have the sides of the border and the corner designs made in separate blocks."



CHAPTER LXXXIV.

SOMETHING ABOUT CUTS

THERE are five different kinds of cuts used in printing, but the printer calls them all "cuts." They are, half-tones, etchings, woodcuts, electrotypes and stereotypes. The latter are merely reproductions of the first three or of a page of type matter already set up.

While this term may be applied by a printer as a collective word for all half-tones, zinc etchings, etc., the advertiser must be thoroughly familiar with the process by which they are made, the time required to produce them, the cost of each class, and at the same time know how to order them so as to obtain exactly what he wants.

The cuts that are used in newspaper printing are half-tones, zinc etchings, electrotypes and stereotypes, and occasionally a wood-cut. The illustrations we see in newspapers are printed mostly from stereotypes or electrotypes which are made from half-tones or from zinc etchings, more commonly called "line-cuts." The original half-tone or zinc etchings are seldom used. When printing a magazine on a large run the original half-tones or zinc etchings are kept as a reserve in case an accident should happen to the "plates" from which they are printing.

The process of making a zinc etching or a half-tone, and that of making an electrotype is different. Half-tones or zinc etchings are made by the photo-engraving process and by the use of a camera. When making an electrotype the camera is not required.

Zinc etchings and half-tones are engraved by the photo-engraver by a chemical process.

Line-cuts, or zinc etchings, can be made from pen, crayon, and charcoal drawings, prints from photographs consisting of lines or dots, printed pages or forms, or in fact anything made up of distinct lines. These should be in black ink upon white paper or cardboard.

A zinc etching cannot be made from a photograph, wash drawing, or any such copy for a foundation. Green, dark brown, or dark blue may sometimes be reproduced under the most favorable conditions, but light red, yellow, or other light colors cannot be reproduced at all by this process. Black lead pencil drawings will not reproduce by this process either.

The shading in a line-cut is produced by the different thicknesses of the lines in the pen and ink drawing.

For line-cuts zinc plates are usually used, although for very fine work copper is sometimes employed. The figures or drawings are photo-

graphed upon sensitized plates and then etched by a chemical process. This process we will briefly describe.

The pen and ink drawing is tacked upon a board which is placed before the camera, which is so arranged that it can be moved backward and forward. By increasing or lessening the distance from the object to be photographed, the focus can easily be adjusted so that any size plate can be secured. Very powerful electric lights are thrown on the copy, and of course in this way a very clear negative is secured on a glass plate which is covered with a specially prepared film. After the negative is developed in the dark-room, the film is stripped from the glass and is carefully spread in a reverse position upon another glass plate. A highly sensitized zinc plate is pressed against the surface of the glass plate, holding the stripped film. In this position both the glass plate and the zinc plate are fastened in a frame devised for this purpose, and is then exposed to an intense light which acts upon the sensitized zinc plate. By this process an exact print is made on the zinc plate, which then is taken from the frame and coated with a thin film of ink, specially prepared for this purpose. The coating is done by a soft rubber roller. This proceeding brings out the photographed lines clearly, after which a coat of dragon powder is strewn over the plate. This dragon powder sticks to the inked surface and acts as a protector when the plate is placed in the acid. The plate is put through four different solutions, one after another, and when it is taken out of the fourth it is washed off with cold water. This solution eats away the parts not covered with the dragon powder. When the plate is in the solution, it is gently rocked to and fro by a mechanical device. After the plate is washed off with cold water, it goes to the routing machine, where all superfluous metal is removed or routed away. The plate goes through a sort of chiseling process. After this is done, the plate is tacked on a wood or metal base which is made "type-high." After the plate is backed up, the finisher cuts off the sharp edges and gives the plate a general overhauling, and the zinc etching is finished. A zinc etching costs about five cents by the square inch, minimum fifty cents, which means that a line-cut amounting to less than ten square inches will cost fifty cents.

The process of making half-tones is about the same as that of making zinc etchings, the only difference being that when a photograph is taken from the copy a screen is placed between the lens of the camera and the sensitized plate. These screens are large glass plates, ruled with a diamond, and have straight lines meeting one another at right angles. One inch on such a plate may contain from sixty to two hundred lines. Half-tones can be made from photographs, wash drawings, or paintings, on which the shadings are made by the difference in the colors. The screen, when placed between the sensitized plate and the lens, breaks up the surface of the copy into small dots. Those cross lines we see in half-tones are made by the screen. Where the screens are coarser these lines are more easily distinguished than in half-tones where the screens are very fine, as, for instance, in a half-tone of 200 screens.

Half-tone engraving is the only process known at this time by which photographs, wash drawings, and things of like nature may be reproduced for use upon the printing press.

When half-tones are to be made from photographs, especially of machinery where a fine cut is desired, or the details of which it is desired to have brought out distinctly, the photographs are usually "retouched," that is, the details are clearly and distinctly painted in by hand. From \$5 to \$25 is frequently paid for retouching a single photograph.

For the reproduction of landscapes and scenic views (as well as machinery and other subjects, in which not only the object itself, but the surroundings as well, are desired to be as truthfully shown as possible), half-tone cuts are by far the best to use.

Always bear in mind that a half-tone reproduction can be no better than the subject from which the half-tone is made, hence the necessity of first-class photographs, of retouching, or of hand-engraving of the plates.

To illustrate the different grades of screens, on page 498 we print six half-tones, the first made with a screen of 70 lines, while the balance of the cuts are made with screens of 85, 100, 120, 150, and 175 respectively. A half-tone of a very fine screen may be used on a highly calendered or 'coated paper, but is absolutely worthless on common newspaper. For newspaper work a half-tone of sixty screens gives the best service. A 125-screen half-tone is used with good success on an M. F. (Machine Finished) paper, or Super paper.

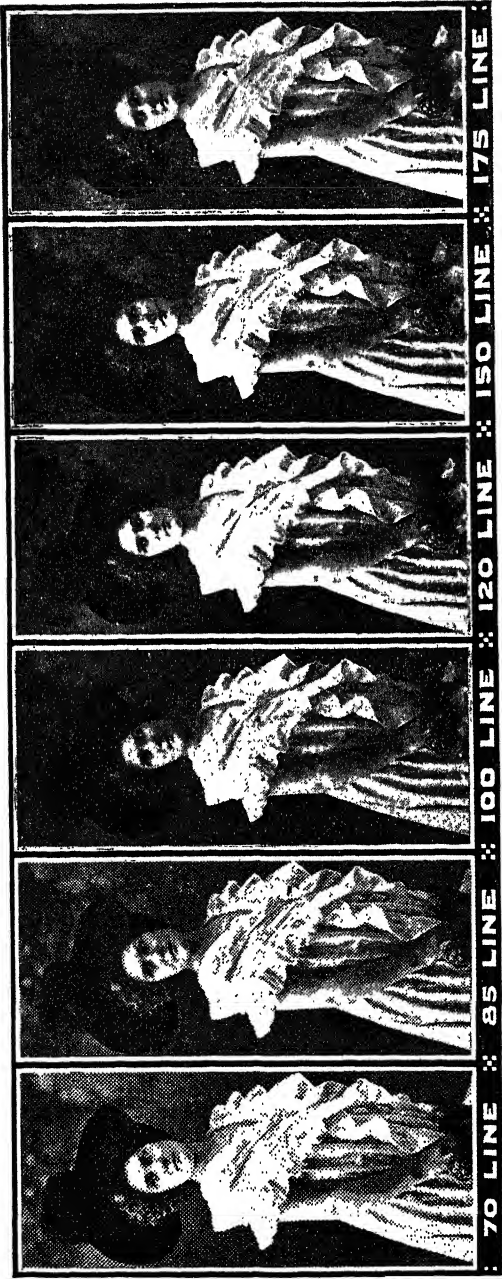
The sensitized plate used for a line-cut is zinc, and for a half-tone is copper, which is also sensitized with a solution. On this plate the print is transferred by the same process as described above when making zinc etchings. After the print is transferred, the plate is heated, and the ink becomes hard and will resist the action of the chemical bath into which the plate is placed. This bath is an iron solution which eats away all the copper left bare, and leaves the lines and dots in strong relief. In this condition the plate is called a "flat etched half-tone." To give clearness to the picture regarding shading, lines, etc., the etching solution is brushed over the parts which it is desired to have appear lighter. It eats away most of the copper around the dots, making them smaller. This process is called re-etching. After this is done it is tacked on to a piece of wood or metal, type-high, and is ready for the printer. The price of a half-tone varies from twelve and one-half cents to twenty cents per square inch.

Wood-cuts are used where the paper to be used for the printing is of a soft surface, but still a clear and distinct impression is desired. A wood-cut is made by taking a photograph on a sensitized surface of a wooden plate which is cut "type-high." The wood used for this purpose is called "Box-wood." The etching is not done by chemical process, but is engraved by hand. With sharp instruments the engraver follows the lines of the photograph carefully until the whole picture is engraved on the wood. Of course this process makes a wood-cut more expensive than any of the above mentioned "cuts."

The electrotype is an exact counterpart of a half-tone or a zinc etching or of type set ready for printing. In large magazines the ads are set up very artistically, using for the composition type which is very expensive. If this type were run on the presses for a large edition, it would soon be worn out and ready to throw away as useless. To prevent this, each and every page of a magazine is electrotyped; that is to say, a duplicate is taken from a page, and the magazine is printed from these duplicate plates, *i. e.*, electrotypes.

The process of making electrotypes is as follows: From a half-tone or from a line-cut, or from type, an impression is taken on a composition of beeswax or *ozokerite*, especially prepared for this purpose, and which retains the minutest details of the impression. After the impression, the mould is placed in a black leading machine and polished by brushes and by a composition of graphite, after which the edges are burned or scraped off from the frame to prevent the depositing of copper on the same. Then the mold is given a copper coating by the use of sulphate of copper and iron filings, after which it is placed in a tank filled with a solution of sulphate of copper, muriatic acid, and water. This solution must have a certain temperature, and also must be of a standard degree of gravity. An electrotyper must pay the strictest attention to these minute details, the non-observance of which would make the work unsuccessful. By the use of a dynamo an electrical current is transmitted through the negative rod passing down the *anode*, thus creating a chemical action in the solution, by which the copper is taken from the *anode* and deposited on the mold, called *cathode*. When this deposited copper shell becomes of sufficient thickness it is taken from the solution, and by the use of hot water the shell is separated from the mold. It is then backed up with metal and goes through a finishing process; low letters are brought out, and the surface made perfectly even. After this is done, the plate is tacked on a wooden or metal base type-high. The price of an electrotype is about two cents per square inch. Electrotypes carefully prepared stand a run of 100,000 impressions without showing much sign of wear.

There is another method of preparing plates, or cuts, called stereotyping. Stereotypes are much cheaper than electrotypes. The process is very simple. The impression is taken from a plate in a composition made of *papier-maché*. When this becomes sufficiently dry and hard, hot metal is poured into the shell and the plate is ready. The plate is then mounted in the same manner as an electrotype. A square inch of stereotype costs less than a cent.



Engraving by
Bucher Engraving Co., Columbus, O.

EXAMPLES OF VARIOUS SCREENS USED IN HALF-TONES



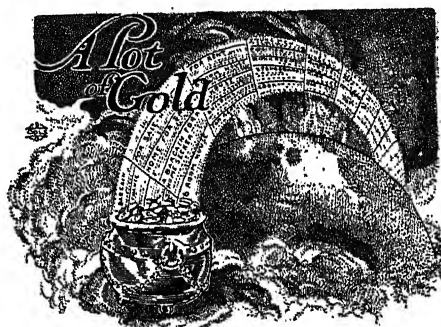
SHADED



OUTLINE



OUTLINE



STIPPLE



SIX ROSETTES



COARSE SCREEN
HALFTONE FROM
WASH DRAWING

CHAPTER LXXXV.

PRACTICAL HINTS ON "HOW TO PREPARE COPY"

THE systems in use in the advertising departments of large stores vary considerably, but in the main points are very similar. The systems must work smoothly and regularly, or the huge advertisements that are daily turned out would instantly show a hurried preparation instead of having the appearance they usually have of deliberate and calculated preparation. Yet some of these advertisements are turned out hurriedly and often "against time."

The advertising man, more than any one else connected with a store, should know the best merchandise to advertise each day of the year. By frequent consultation with the heads or managers of the different departments, he knows pretty well what stocks are on hand and how they are going. He knows all lines that have been bought as leaders, all lines that have been purchased under the regular market prices, all lines that are slow sellers and that are to be cleared out at a sacrifice.

It might surprise some of the smaller merchants when it is stated as a fact that in some of the largest department stores there are no goods on either shelves or counters that have been there for a longer period than six or eight months. In some instances, where the departments are highly specialized and inventories are taken every three months, the department managers must not only turn over their stocks so often, but they must close out all stocks after they have been in the store a certain short period of time. This is an easy matter where customers are always thronging the aisles eager to buy anything that is offered under the regular price.

In the majority of large stores the department managers or buyers take their special offerings to the advertising manager, insisting on space being used in their exploitation. Where this method prevails the advertising manager always has more items offered him than he can use. He usually selects those he thinks most suitable for the day's advertisements and leaves the rest.

Weather conditions play an important part in the choosing of each item. Seasonableness is of the utmost importance. Even the days of the week are fraught with meaning to the advertising manager. Mondays and Saturdays are the big days, and any department may be safely advertised for those days. "Ready-mades" are especially good for Saturdays, while household lines, such as linens, upholstery, carpets, furniture, etc., sell better during the week.

All advertisers should keep scrap books, not only of their own advertisements, but of fine specimens, ideas, schemes, sales plans, etc. In

125 STERN & CO.
(Home Mail)

WOMEN'S RADIGOGES

The popularity of the Radigoge as a coat for between-season wear is increasing. It is a simple, comfortable, and stylish garment, and is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday. It is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday.

The best styles, and many pretty new shades are shown in the illustrations. The Radigoge is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday. It is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday.

WOMEN'S SUE SUITS

All the best metropolitan styles are currently displayed in our window. The Sue Suit is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday. It is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday.

Women's suit-tailored six-blouse suits, in black tulle, only these garments are made so that the coat may be worn separately with any other garment. A perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday. It is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday.

CHILDREN'S SPRING COATS

A wide variety of styles for little 'babe's, from the simple, comfortable, and stylish garment, and is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday. It is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday.

Children's heavier coats, made of fine tissues with wide collars trimmed in lace medallions. A perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday. It is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday.

Children's lighter coats, made of fine tissues with wide collars trimmed in lace medallions. A perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday. It is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday.

INFANTS' LONG COATS

We are showing an immense collection of these garments in the window. The Infant's Long Coat is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday. It is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday.

Infants' dresses, made of fine tissues with wide collars trimmed in lace medallions. A perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday. It is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday.

The new washable coats, made of fine tissues with wide collars trimmed in lace medallions. A perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday. It is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday.

SEE OUR WINDOW DISPLAY OF INFANTS' WEAR

14 1/2 in on 3rd Monday \$10.00

Ike Stern & Co.
(Home Mail)

Women's Radigoge \$11.95, \$16.95, and \$18.95

Women's Sue Suits for Spring

Children's Spring Coats

Infants' Long Coats

Infants' Dresses and Wash Coats

See Our Window Display of Infants' Wear

Ike Stern & Company

Ike Stern & Co.

Que M. Greenbaum, Pres.

Women's Radigoges \$11.95, \$16.95, and \$18.95

The popularity of the Radigoge as a coat for between-season wear is increasing. It is a simple, comfortable, and stylish garment, and is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday. It is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday.

Radigoge made of fine tissues with wide collars trimmed in lace medallions. A perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday. It is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday.

Women's suit-tailored six-blouse suits, in black tulle, only these garments are made so that the coat may be worn separately with any other garment. A perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday. It is a perfect answer to the question of what to wear when the weather is just a little colder than it was yesterday.

Children's Spring Coats

Infants' Long Coats

Infants' Dresses and Wash Coats

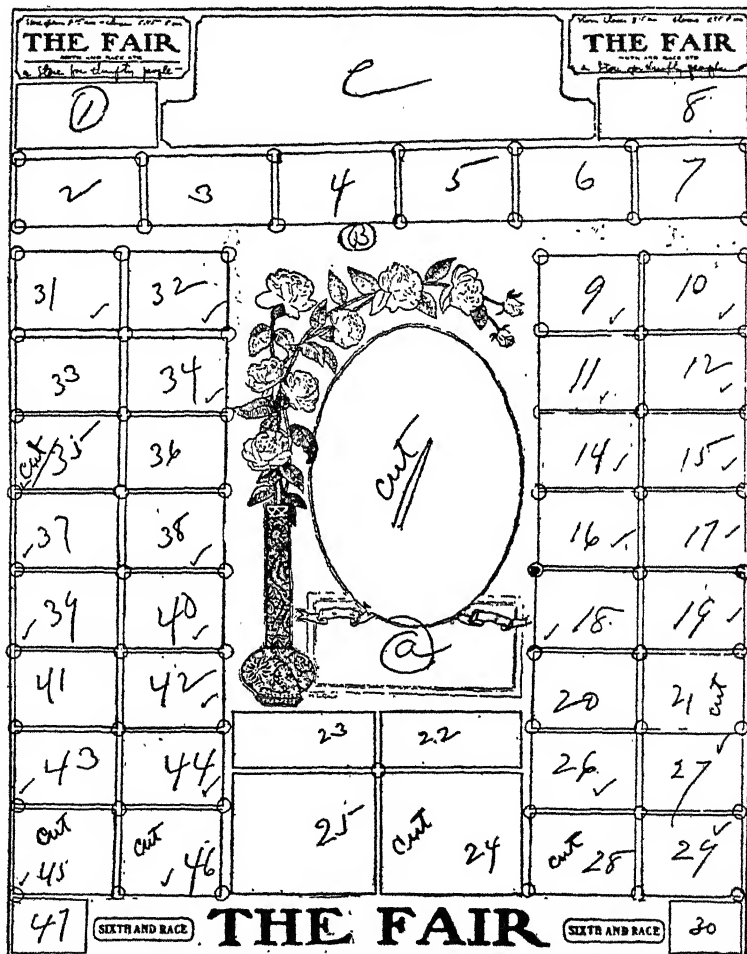
See Our Window Display of Infants' Wear

Ike Stern & Company



the course of a few years these scrap books will become more valuable to the advertiser than all the books ever written upon the subject can be.

It is necessary for the advertising man to keep up to date, to have the very latest information. To obtain this he must read constantly the best books and periodicals bearing on his business. In this reading many new and novel ideas come to him, which unless preserved in note book



or scrap book, are afterward forgotten. These ideas may be worth thousands of dollars if followed up, but they are not worth a cent to him who forgets them.

On page 506 is shown the copy as prepared by the advertisement writer of Brown, Thompson & Co., Hartford, Me., for the printer and his production of the finished advertisement. This copy is neat and the layout clearly indicated.

On this and the following page are shown a dummy and completed

Store Opens 9:15 A.M. - Closes 5:45 P.M.

THE FAIR

Sixth and Race Streets.
A STORE FOR THIRTY PEOPLE.

Thursday, Friday and Saturday We Inaugurate

OUR FORMAL WELCOME TO SPRING

Together with values varied and exceptional throughout the entire store. The New Spring Millinery, Suits, Coats, Skirts and Waists are here for your selection. Also Dress Goods, Bells and Wash Goods crowd the Dress Goods store.

Store Opens 9:15 A.M. - Closes 5:15 P.M.

THE FAIR

Sixth and Race Streets.
A STORE FOR THIRTY PEOPLE.

Walking Skirts, \$1.98.

A recent fashion that was made for the street. It is a skirt that is made of a single piece of material and is cut in a way that it will hang straight down. It is a skirt that is made for the street and is a skirt that is made for the street.

Best 3-4 Challies.

Over 50 yards to make front, light and dark effects, dyes, stripes and patterns per yard.

Special Per Yard... 50c

THE 1905 SPRING STOCKS ARE COMPLETE

And we're going to crowd this store with satisfied buyers for three days as it has never been crowded before. Our special prices for the week offer a great chance. It's your chance, and your proof of wisdom will be in the taking advantage of it.

WE INVITE YOU TO BE ONE OF THE CROWD.

Fancy Dress Gingham.

2,000 Yards on Sale at 14c

5c

20c Black Taffets.

See Prices Below. Taffets on hand. Also Black's good one for general wear.

Per Yard 20c

Black Goods.

See Stock Below. Latest styles popular. 10c to 15c. Also Black's good one for general wear.

Special Per Yard 30c

Bleached Pillow Cases.

See Stock Below. 10c to 15c. Also Black's good one for general wear.

50c

White Cambric.

2,000 Yards on Sale at 14c

5c

Turkish Bath Towels.

500 pieces on sale

12c

Pyrography Outfits \$2.25

Complete outfit for hand work. Includes all the necessary tools and materials. Also a book of designs. A great gift for the home.

All for \$2.25

Exhibition and Sale of New Spring Millinery.

Lovers of Spring Hat Beauty will revel amid this collection of beautiful Hats. It is one of the most satisfying selections ever displayed.

Notions.


See Prices Below. 10c to 15c. Also Black's good one for general wear.

5c

Elegant Neckwear, 14c

Hand made and Wash Goods. Includes all the necessary tools and materials. Also a book of designs. A great gift for the home.

5c



Watches.

Latest styles. 10c to 15c. Also Black's good one for general wear.

\$5.08

ALARM CLOCKS

See Prices Below. 10c to 15c. Also Black's good one for general wear.

40c

DRUGS.

See Prices Below. 10c to 15c. Also Black's good one for general wear.

15c

50c Boys' Waists for 30c

See Prices Below. 10c to 15c. Also Black's good one for general wear.

30c

Corset Covers 5c

See Prices Below. 10c to 15c. Also Black's good one for general wear.

5c

Muslin Gowns, 25c

See Prices Below. 10c to 15c. Also Black's good one for general wear.

25c

25c Embroidery Handkerchiefs, 14c

See Prices Below. 10c to 15c. Also Black's good one for general wear.

14c

Stationery section, 15c

See Prices Below. 10c to 15c. Also Black's good one for general wear.

15c

Women's Dress Shoes, 49c

See Prices Below. 10c to 15c. Also Black's good one for general wear.

49c

Women's Hose, 10c

See Prices Below. 10c to 15c. Also Black's good one for general wear.

10c

Beautiful Spring Hats

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.98 to \$35.00

Remnants of Lace Stripes Lawns, 10c

See Prices Below. 10c to 15c. Also Black's good one for general wear.

10c

Pure Candles.

See Prices Below. 10c to 15c. Also Black's good one for general wear.

15c

Women's All-Silk Umbrellas, \$1.00

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.00

Sheet Music

See Prices Below. 10c to 15c. Also Black's good one for general wear.

15c

Engraved Thin Tamblers.

See Prices Below. 10c to 15c. Also Black's good one for general wear.

4 1/2c

A \$2.75 Rug for \$1.98

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.98

Brussels Rugs, \$14.98

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$14.98

Nickel Plated Lamp.

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.19

Gold-Filled Spec. \$1.00

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.00

Cleaning Specials.

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.39 and \$1.79

Sixth and Race Sts.

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.39 and \$1.79

THE FAIR

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.39 and \$1.79

Sixth and Race Sts.

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.39 and \$1.79

THE FAIR

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.39 and \$1.79

Sixth and Race Sts.

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\$1.39 and \$1.79

THE FAIR

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.39 and \$1.79

Sixth and Race Sts.

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.39 and \$1.79

THE FAIR

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.39 and \$1.79

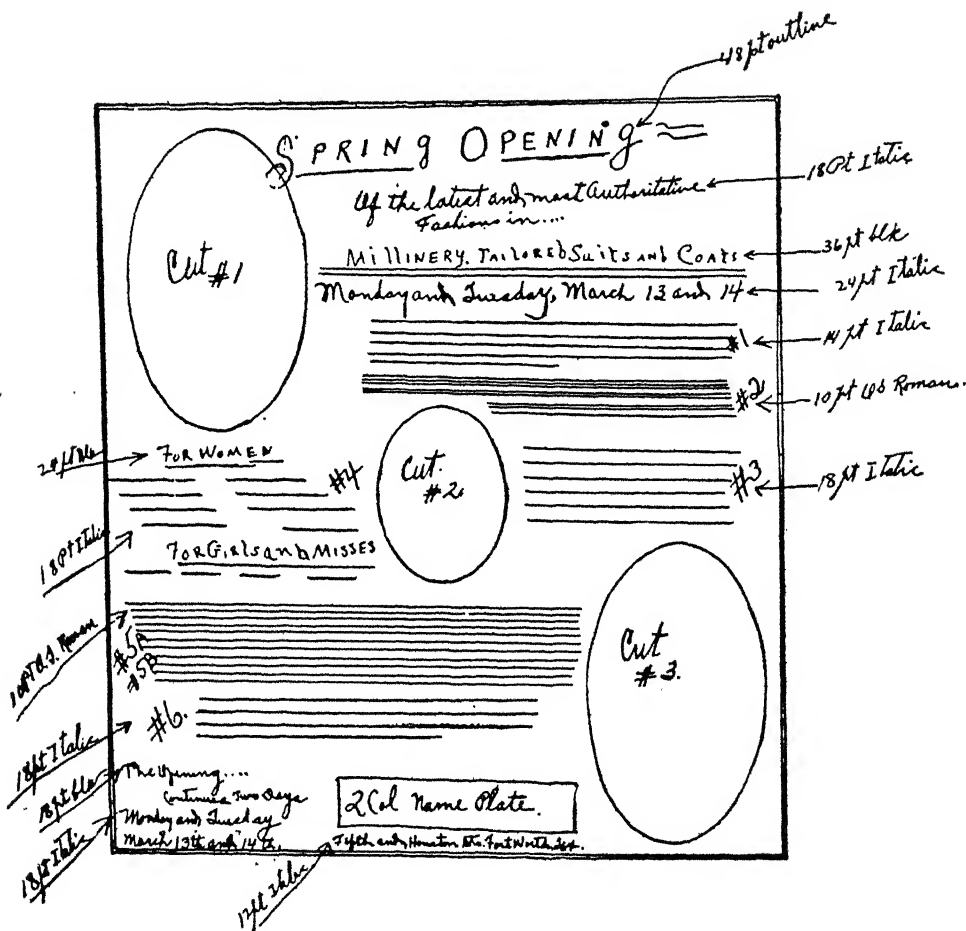
Sixth and Race Sts.

See Prices Below. 10c to 15c. Also Black's good one for general wear.

\$1.39 and \$1.79

to arrange so many items all of about the same importance and all to occupy about the same amount of space in any other manner than in boxes so as to be at all satisfactory. Here we have forty-six items, all

properly displayed, and the advertisement has a well-balanced appearance. The illustration and mortised border for the illustration helps to give this advertisement a finished effect by giving the eye a central point to light upon.



Set 5 columns wide 12 inches deep.

Follow Copy.

On page 501 is shown the printer's copy, the advertisement writer's dummy and the complete advertisement of Ike Stern & Company, Danville, Ill., as it was printed in the newspapers, makes an interesting story for advertisement writers. It shows how closely a compositor can follow clean copy and a good dummy.

On this and the preceding page are shown the dummy and complete advertisement of The Fair, Ft. Worth, Texas. The original advertisement was twelve inches across five columns. The copy, which



SPRING OPENING

*Of the Latest and Most Authoritative
Fashions in....*

Millinery, Tailored Suits & Coats

Monday and Tuesday, March Thirteen and Fourteen

This will be the first Complete Exhibit for the Coming Season - An Exposition of New Styles in Practical, Fashionable Spring Hats, with all the effusiveness of style and elegance of design that European Milliners and our own skilled designers have produced

You will learn more about new styles in half an hour in this department than by anything else you might do. The cases are filled with bright new hats; not limited to elegant trimmed styles, but ready-to-try, and the smart street hats. Hundreds of new trimmings are displayed. Every woman who is interested in correct styles is invited and urged to come.

The new shapes are decidedly different in style. The Tricorne, the Continental, the Marquise, the Napoleon; these are all variations on the same theme in millinery—the knocked-in and tip-tilted shape... This is the style that will be the dress hat of the season.

For Women

*Millinery, Street Costumes,
Separate Skirts, Shirt-Waist Suits,
Evening Gowns, Tailored Suits,
Silk Coats, Shirt-Waists.*

For Girls and Misses

Millinery, Dresses, Suits, Coats.

The Paris fashion creators are still drawing their inspiration from that period of French history which set the world agog, and the mainstays for which were in no small degree supplied by our own revolution. The Louis XVI and Directoire periods are again the leading note. In no small degree the styles of the ensuing spring and summer re-embodied the costumes worn by the court of the ill-fated monarch and his queen. Speaking more particularly, what is known as the Marie Antoinette style is more strongly accentuated than it was a year ago. It is most apparent in the pointed waist and the draped bust. An unusual opportunity for the gratification of the desire for distinctiveness is offered in the sleeves, which are in all degrees of elaboration and variety. A beautiful display of Women's Wearing Apparel, more extensive and more exclusive than ever before, embracing only styles upon which Fashion has set the seal of approval.

Those of our customers who desire to make selections during the Opening Days will be afforded every opportunity... But whether you come to look or to buy, you are equally welcome




The Opening.....

Continues Two Days

Monday and Tuesday,

March 13 and 14



Corner Fifth and Houston Streets, Fort Worth, Texas

was written upon separate sheets of paper from the dummy, was numbered to correspond with the positions numbered on the dummy.

The method of laying out an advertisement is here practically shown. In the first place the exact size of the advertisement is ruled off. (The reproductions shown here are considerably reduced in size.) The

number of illustrations are then decided upon and the space and position they are to occupy are indicated on the dummy. This done, the balance of the space shows clearly how much text or type matter can be used.

The headline and introduction are next shown. The headlines and sub-heads are usually written on the dummy as here shown. The introduction and items are best shown by parallel or wave lines drawn to indicate the space they are to occupy and the place where they are to appear.

The advertising man who is well versed in type styles and sizes has a great advantage over the one who knows practically nothing about them and a greater advantage over the one who knows just enough about them to make his knowledge troublesome both to himself and the printer. The knowledge of type styles and sizes gives the advertising man a chance to have his advertisements appear always just as he wants them. If he indicates italics, italics will be used, if a heavy faced type is demanded and named that face and no other will be used.

In the printer's dummy for The Fair each style of type and each size of type to be used is clearly indicated. It will also be noted that this advertisement is a good one. It is out of the ordinary run of advertisements.

CHAPTER LXXXVI.















HOW TO READ AND MARK PROOF

THE technicalities of the composing-room are more or less of a mystery, even to one who has had long experience in the preparation of advertisements. The manner in which advertisements are set and displayed is often just the difference between a *good advertisement* and a bad one; *one that pays* and one that does not pay. It is vitally important, therefore, that the person who writes an advertisement should know exactly how he wants it to look when in type and also know how to indicate his wishes to the compositor.

If the directions and examples given are carefully followed, we believe the advertiser will get better results from his printer, and consequently *larger returns from his advertising*.

Proof-readers' marks are corrections indicated for the printer, on proof-sheets, which may be said to consist of two parts: 1, The body of type, which is to be corrected; and 2, the broad white margin, on which the corrections are marked. The technical marks employed to correct errors by compositors have been the same from the infancy of the art of printing until the present day, and by long use have approved themselves to all who read for the press. There are few industrial occupations demanding more exacting application than proof-reading. There can be none in which wide reading and general knowledge are more useful.

EXPLANATION OF PROOF MARKS

	1 Point	Period.	⊙
	1½ "	Comma.	/
	2 "	Colon.	⊙
	3 "	Semicolon.	;/
	4 "	Apostrophe.	✓
	5 "	Quotation.	"/
	5½ "	Hyphen.	-/
	6 "	Straighten Lines.	///
	7 "	Move over.	⌊
	8 "	Paragraph.	¶
	9 "	No Paragraph.	No, ¶
	10 "	Let it stand.	{stet
	11 "	Wrong font.	w. f.
	12 "	Transpose.	tr n
Capital letters. ≡	Caps.	Change bad letter.	x
Small caps. =	S. C.	Push down space.	⊥
Lower case or small letters. l. c.	l. c.	Turn.	9
Italics. —	Ital	Take out (dele).	∩
Roman. Rom.	Rom.	Left out; insert.	^
Em-quad space. □	□	Insert space.	⌘
One-em dash. /—/	/—/	Even spacing.	✓
Two-em dash. /—/	/—/	Less space.	✓
		Close up entirely.	⊂

A proof comes from the printer in "galley" form, having in the top right-hand corner its consecutive number, and with it printers usually send printed directions to non-professional proof-readers, in terms like the following:

1. Read carefully, ESPECIALLY for errors in NAMES, ADDRESSES, and technical words.
2. Return the ORIGINAL COPY with the proof.
3. Write on proof order for NUMBER OF COPIES WANTED, if not already given.
4. Mark "O. K.," or "O. K. with alterations," as the case may be, signing your name, so we may know that proof has reached the proper person.
5. Don't send verbal explanations by message-boy when it is possible to write them.

An observance of these few hints will prevent most of the errors likely to occur.

There are two general classes of correction-marks: 1, those marked in the body of the type, to point out the exact location of any needed correction; 2, those written in the margin, to show the nature of the correction desired to be made. In their turn, each of these is subdivided; the marks inserted in the type comprising: *a*, strokes drawn through letters, words, or marks of punctuation; *b*, carets and inverted carets; *c*, horizontal curves; and *d*, underscoring with lines and dots. The signs used in the margin may be classified as, *c*, words, letters, punctuation, etc., that are intended to take the place of errors in the type, or to supply omissions; *f*, abbreviations of such terms as "transpose," "wrong font," etc. —words which indicate to the compositor the kind of error that has been committed—and *g*, certain conventional signs which have come down from the early days of the art of printing. These two classes of signs should always be used in conjunction. Every error marked in the type must have a corresponding mark in the margin, to attract the compositor's attention. No mark should be made in the margin which has not some corresponding mark in the type. But the two classes of marks must be kept in their proper places. In the type are to be placed *only* those marks which indicate the place at which an error has been made. The margin is reserved for marks denoting the nature of the desired correction.

Though the errors which are possible of occurrence in the setting of type, whether from poor copy or careless or incompetent compositors, are numerous, all, or nearly all, of them may be classified and arranged under the following heads: 1, the need of insertion of new or omitted matter; 2, the expunging or striking out of letters, signs, or matter improperly inserted; 3, the substitution of other letters, signs, or matter in the place of errors; 4, transposition; 5, inversion; and 6, spacing.

The proof, when marked, is returned to the printer, who proceeds to make all necessary corrections. The compositor is usually paid by time

for making corrections, and a serious item of expense will be incurred by numerous or unnecessary alterations. In some offices a ring or loop is drawn round the marginal mark of an error which is not the fault of a compositor.

A few general suggestions are necessary.

Faltless Fiting Fah Footwear

If a womans shoes look well be-
feet will look well, but a handsom
foot counts for nothing in an illfittin
shoe. It's the fit of a shoe that pro-
duces foot beauty and comfort. [In

our Fall selections of Peerless Shoes
every size and width possible to procure are shown in all the new
styles.

It's so easy to get a proper fitting shoe at our store because our
expert salesmen have such a large number of different sizes and
widths to draw from.

**Peerless
Shoe
for Women**

Goodyear Welts and Hand Turned Soles.
All Leathers—Vici Kid—Patent Kid—Gun
Metal Calf—Velours Calf, etc.
15 Snappy Different Styles.
As stylish as any \$3.50 shoe.



John SMITH & CO.

365 Main Street

PHONE MAIN 5682

Boston, Mass.

The question of the division of words into syllables should be settled by reference to a dictionary. As a rule, not more than three syllabic divisions are allowed in consecutive lines, unless in very narrow columns, more are absolutely inevitable.

In cases of doubt, strike out the matter to be corrected and rewrite it in the margin exactly as it should appear in the type.

The logotypes, fi, ffi, are used instead of the separate letters, fi, ffi. When æ is desired in place of æ, it is indicated by a horizontal line or curve above the two letters.

The following errors are somewhat difficult of detection: 1, changes of font, when the types of the two fonts are much alike; 2, inversion of s and x; 3, the occurrence of inverted n, u, b, and p, for u, n, q and d, respectively.

Differences in fonts can be learned only by experience. The prin-

Faultless Fitting Fall Footwear

If a woman's shoes look well her feet will look well, but a handsome foot counts for nothing in an ill-fitting shoe. It's the fit of a shoe that produces foot beauty and comfort.



In our Fall selections of *Peerless* Shoes every size and width possible, to procure are shown in all the new styles. It's so easy to get a proper fitting shoe at our store because our expert salesmen have such a large number of different sizes and widths to draw from.

**Peerless
\$3 Shoe
for Women**

Goodyear Welts and Hand Turned Soles.
All Leathers—Vici Kid—Patent Kid—Gun
Metal Calf—Velours Calf, etc.
15 Different Snappy Styles.
As stylish as any \$3.50 shoe.

JOHN SMITH & CO.

363 Main Street

PHONE MAIN 5632

Boston, Mass.

cial differences are in the shape of the letters, the thickness or blackness of the lines, and the size of the face.

Inverted s and x may be detected by the fact that the lower part of these letters is slightly larger than the upper part.

The main differences between n and inverted u, b and inverted q, d and inverted p, lie in the small projections called serifs which start at right angles from the sides or stems of these letters. For example, in n the serifs, or projections, at the bottom of the letter are seen on both sides of the prongs or "legs." In u the projections are seen on but one

side. The differences in the other pairs of letters will be readily detected upon examination.

Other inversions for which it is well to be watchful are those of the letter o, the cipher, the period, the comma and the colon.

The spacing of the punctuation requires some care. Notice that the comma follows immediately the preceding word, but is separated by a slight space from the word that follows; that the semicolon and colon stand a little way off from the preceding word; that the period is followed by a considerably greater space than the other points.

Type is set either "solid," that is, without spacing between the lines, or "lead," that is, with the lines separated by thin strips of type-metal, known as "leads." When but one "lead" is used between each pair of lines, the type is said to be "single-lead"; when two "leads" are used, the type is said to be "double-lead." Errors in leading are of two kinds: 1, omitting leads; and 2, inserting them where they are not needed.

Words may be carried up or down, to the right or left, by means of brackets placed about the words and repeated in the margin. The significance of the brackets is as follows:] means "carry to the right;" [means "carry to the left;" □ means "move up;" ⊔ means "move down."

Corrections are made in the margin nearest which they occur. If the corrections are numerous, it is well to draw lines from the marks in the type to those in the margin.

The table of proof-readers' marks and abbreviations on page 508 will show the marks that are used to indicate the errors on the proof-sheets.

We also present a copy of a corrected proof-sheet of an advertisement. With this is the advertisement as it appears after correction. A careful comparison of the errors made in the proof and the marks indicating the errors and the corrections with this corrected copy will explain all there is about proof-reading with very few exceptions.

We will briefly glance over some of the errors shown in the proof. In "Faultless" and "Fitting" letters are omitted. The error of omission is always indicated by a caret at the place of omission; the letter, word, or character omitted is placed in the margin, in this case, the letters u and t.

In Fall the last "l" is of slightly different style of type. The proper way to indicate that a letter or other character is wrong is to draw a stroke or line through it. In this case the abbreviation "w.f." is used in the margin to indicate that it is the wrong style of letter. If there had been some other letter used instead of "l" it would have been marked the same way in the type, but the correct letter to be used would be noted in the margin.

Note the ends of the lines opposite the cut. Note the letters, r, e and g that have fallen below the regular line. Note also f at the begin-

ning of the second line. The correction to this fault is simple and easily remembered.

A little further down, in the fourth line counting from the top of the small-type matter, there is a space that is held up so that the end prints two little black squares. A stroke is drawn through this as an indication that it should not be there. In the margin the sign for "push down space" is used.

Note the sign after the word *comfort*. That sign indicates, when a ¶ mark stands opposite in the margin, that a new paragraph is to start with the matter following. The sign for no paragraph, or "run in," is shown a little further down.

In the word "*Peerless*," there is an example of how letters are sometimes transposed by the compositor. The manner of correcting that is shown. Further down the same method of correction is applied to the words "*snappy*" and "*different*."

Note in the list of proof-reader's marks how the different punctuation marks are indicated in the margin.

Capital letters are indicated by drawing three lines below the letters to be capitalized. Small capitals are indicated by two lines, and italics by one line used in the same manner. If the lines are made wavy it indicates that heavier and blacker type faces than ordinary Roman are to be used.

The greatest care should be taken to see that prices are printed correctly if loss is to be avoided. After a proof is corrected, it should be O.K'd by the advertiser and signed before returning to the printer.

CHAPTER LXXXVII.

THE GRAMMATICAL USE OF WORDS AND SENTENCES

IN preparing copy for the printer, the advertiser should not assume that the compositor will rectify any mistakes. In the strictest sense of the word, the compositor has no right whatever to change any portion of the copy. He is supposed to set up every word exactly as it is written, except where words are unmistakably misspelled.

Cut and chop and rewrite your copy until it is as you wish it before you send it to the printer. Once in his hands let the copy be as complete and final as it is possible to make it.

Typewritten copy is most legible and therefore most desirable, but written copy is as good as any, no matter how badly scratched up and interlined, if it is perfectly legible.

When words are eliminated by scratching, do it thoroughly, so there will be no question about it. Do not leave an isolated word among a lot of scratched-out stuff—as it may be overlooked.

Write on one side of the paper only, and number the sheets consecutively. If you find it necessary to eliminate a sheet, renumber those that follow, if there are not many of them, but where there are many this can be obviated by adding the number of the page eliminated to the one preceding it, making it stand for the two pages.

If sheets are added they may be numbered as follows: Supposing that after page 2 you wish to add three pages. You simply number them as 2a, 2b, and 2c.

Short paragraphs in a printed page make tempting reading, while solid type lines have the opposite effect. In booklets and pamphlets it is always advisable to use short paragraphs.

SPELLING

Follow the preferred spelling of Webster's Dictionary, it is recognized as a standard.

CAPITALS

Capitalize in the following and similar cases: The title of any office, society or organization, when given in full; as, "Theodore Roosevelt, President of the United States;" "the Democratic Party;" "the Society for the Prevention of Cruelty to Animals;" "the Hudson River Railroad;" "Oneida County," etc. So with Cabinet officers, secretaries, clerks, etc. Capitalize Court; as, the "Court of St. James."

But where the titles are used without the person's name, or where a society or organization is informally mentioned, set the titles in lower case; as, "the governor signed the bill;" "the society was successful in its efforts;" "the railroad was controlled by one man;" "the county was an agricultural one."

Capitalize River, Bay, Sound, Strait, and Island, when preceded by their distinguishing names; as, "Hudson River," "Long Island Sound," etc. But set in lower case, if the word river, bay, sound, etc., is mentioned without its distinguishing name; as, "the river was swollen;" "ten ships are in the bay," etc.

There are some words in which the formal title is rarely used. To this class belong such words as, "the President," "the King of Italy," "Congress," "the Legislature," "Parliament," "the German Minister," "the House," "the Senate." Capitalize these words.

Capitalize "State," meaning one of the United States, whether the word occurs alone or with a distinguishing word; as, "the State of New York;" "the schools of this State;" "the controversy between Church and State."

Capitalize Government when referring to the Government of the United States, or when it is the proper name of a foreign government; as, the "Russian Government," etc.

Capitalize the word "Church," when it refers to an entire sect; as "the Unitarian Church;" "the Methodist Church," etc. Also when it forms a part of a title, and cannot be separated from it; as, "Plymouth Church;" "Church of the Pilgrims," etc. But when reference is made to

some particular church belonging to a sect, merely as a building, set the word "church" in lower case; as, "the Unitarian church in Fourth Avenue;" "the Methodist church in Seventh Street."

Capitalize the pronoun for the Deity.

Capitalize "Middle Ages," "Thirty Years' War," "Civil War," "Spanish-American War," "the Renaissance," but spell out and do not capitalize the centuries; as, "the twelfth century."

Capitalize "Gospel" and "Epistle" in these and similar cases: "He spoke of the influence of the Gospel;" "The Gospel according to Matthew shows;" "Paul's Epistle to the Hebrews," etc. But set in lower case when used thus: "The gospel statement is;" "John's gospel speaks more fully;" "Paul's epistles are full of warning."

Set the words "biblical" and "scriptural" in lower case.

In novels, where the words "sir" and "madam" occur in conversation, set them in lower case; as, "I assure you, madam, the party was most enjoyable;" "It is acknowledged, sir, by all who have seen it."

Set in caps, without spaces between the letters, M.D., D.D., LL.D., B.A., MSS., Ph.D., etc.

Points of the Compass.—The words north, south, east, west, northeast, southwest, etc., should always be spelled out, and set in lower case, except in geographical works where special instructions are given to the contrary. But when North, South, East, and West, mean any great division of the globe, they should be capitalized; as, "In the East, Mohammedanism is the prevailing religion;" "Slavery has been abolished in the South;" "The North adhered to its principles, while the West," etc.

The Seasons.—Spring, summer, autumn, and winter should always be set in lower case, except when they are personified, as sometimes occurs in poetry.

Streets and Avenues to be capitalized; as, "149 Sixth Avenue;" "120 West Twenty-fifth Street;" "18 Park Row;" "9 Astor Place;" "14 Maiden Lane;" "38 Union Square."

Wards and Districts should be capitalized: thus, "First District," "Tenth Ward," etc. "New York Bay," "New York Harbor," etc.

Set the following words thus: "anybody, anyone, everybody, everyone, somebody, someone, awhile," unless preceded by *for*, when it makes two words.

SMALL CAPITALS

Set the first word of each chapter of a work in small caps (unless the chapter begins with an initial letter, and then in capitals). If a proper name begins a chapter, set the entire name in small caps.

Set in small caps A.D., B.C., A.M., P.M.; thus, "Columbus sailed A.D., 1492;" "The world was destroyed 2348 B.C.;" "At 10 A.M.;" "6:30 P.M."

ITALICS

Set the title of a newspaper or periodical in *Italic*, except when referring to its own publication, then in small caps, whether so marked in copy or not, except in notes, where set in plain Roman. Phrases from

foreign languages in *Italic*, but not whole sentences or paragraphs. Set names of characters in plays, operas, etc., in *Italic*.

QUOTATIONS

All books mentioned in the body of a work to be in Roman, quoted; but in footnotes to be in Roman without quotation marks. Transactions of societies to follow same style as books. So also names of papers read before societies. Do not quote or italicize names of ships, horses, or coaches.

Set names of plays, operas, etc., in Roman, quoted.

Webster's (or Worcester's) Dictionary, the Scriptures, the Bible, New Testament, Pharmacopœia, Corporation Manual, City Directory, and Directory should not be quoted.

FIGURES

Figures should be used as follows: 1. Statistical paragraphs—"The regiment musters 920 strong, 500 of whom are efficient, 250 well advanced in their drill, and the remaining 170 are comparatively new recruits." 2. Dates should be put in figures; as, "On March 15, 1871, the Virginia, from Liverpool, arrived in New York with 70 cabin and 250 steerage passengers." 3. Sums of money should be in figures always, excepting when cents are mentioned alone, then spell out, as twelve cents per yard. 4. In boundaries of land and in dimensions of any article; thus, "The box measured 6 feet in length, 3 feet in width, and 4 feet in depth." 5. When comparisons are made, and averages and percentages occur, set in figures. 6. Never commence a paragraph with figures. 7. In ordinary figures spell out up to 99. 8. In indefinite numbers where the words over, under, above, more than, less than, nearly, etc., or where copy says a thousand, a million, etc., spell out.

Metric Figures.—Always use figures in the metric system. Also use the following abbreviations: 1gm.; 6mm.; 8ctm.; 10c.c; 5c.m.; 15ctgr.; 16dcgr.; 19c.mm; 11m.; 48milligr.

SPELLING OUT

Spell out the names of months, and always in this style: March 28, 1879, not 28th March, 1879.

Spell out the time of day when the word o'clock is used; as, "nine o'clock in the morning."

Spell out ages. Never use *æt.* or *ætat.*; say either "twenty-seven years of age," or "age twenty-seven."

Spell out percentages; thus, "twenty per cent."; "four and a half per cent." *Exceptions*: "3.65 per cent.," "7 3-10 per cent."

Spell out "reverend" when it comes before gentleman; thus, "The reverend gentleman then left."

Spell out all titles; as, "lieutenant-colonel," etc.

Spell out New York when it refers to the city; thus, "No. 37 Broadway, New York," or, "New York City."

Spell out the names of streets up to ninety-nine; thus, "150 East Ninety-ninth Street;" "160 East 110th Street."

Abbreviate the State when preceded by the name of a locality or county; as, "Geneva, N. Y.;" "Cincinnati, O.;" "Steuben County, N. Y."

Abbreviate the word figure when occurring thus, Fig. 24, but when it says the figure shown below, or the accompanying figure, spell it out.

PUNCTUATION

Punctuation is the art of dividing a literary composition into sentences, and parts of sentences, by means of certain marks or points, for the purpose of showing the natural relation of the words, and of expressing more clearly the meaning of the writer.

There is some diversity in the use of these marks, in the practice of different authors; yet, on the whole, the difficulty in this respect is no greater than in pronunciation.

The following example will illustrate the importance of correct punctuation:

1. My name is Norval on the Grampian hills.
My father feeds his flock a frugal swain;
Whose constant cares were to increase his store.
2. My name is Norval. On the Grampian hills,
My father feeds his flock, a frugal swain,
Whose constant cares were to increase his store.

The points and marks used in writing and printing are:

(,) The Comma is used to mark the smallest division of a sentence.

(;) The Semicolon is used to separate the parts of a compound sentence which are not so closely connected as those separated by a comma.

(:) The Colon is used to separate the parts of a compound sentence which are not so closely connected as those separated by a semicolon; it is generally placed after a clause complete in itself.

(.) The Period is used to mark an entire and independent sentence, whether simple or compound.

(?) The Note of Interrogation is used to denote that a question is asked.

(!) The Note of Exclamation is used to denote some strong emotion of joy, wonder, etc.

() The Parentheses are used to distinguish an explanatory phrase or clause, inserted between the parts of a sentence.

(—) The Dash is used to denote a change in the subject or sentiment.

(') The Apostrophe is used to denote the possessive case, or the elision of one or more letters of a word.

("") The marks of Quotation are used to indicate that the words or passage, included by them, are quoted from some other book or writing.

(-) The Hyphen is used to connect the parts of a compound word, or to divide a word into syllables. When placed at the end of a line, it shows that a part of the word is placed at the beginning of the next line.

LEADERS

Put no comma just before the leader; as,

Thomas Smith, New York.....	5
not Thomas Smith, New York,.....	30
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And in spacing out a leader line, never use full points in leader matter, unless in cases of abbreviation; but if in spacing out the line it takes anything less than an en leader, put the required space immediately before the first leader.

In elipses always use periods instead of asterisks.

If points are used instead of leaders, use the comma; as,

Thomas Smith, New York,	
John Brown, Philadelphia,	
James Young, Boston,	

In blank forms, or in law work, where the leaders are used for omitted words, punctuate and space precisely in the same way, as if the leaders were omitted words; as,

New York, the.....day of....., 191.. This is to certify that.....of....., is indebted to....., of.....

DATE LINES

Set in small caps, with initials, and in smaller type, omitting the *th* or *d* after the day of the month where the year follows; as,

NEW YORK, February 6, 1907.
or 136 WEST TWENTY-THIRD STREET,
NEW YORK, February 6th.

Set dates to letters to the Editor at the bottom in small caps.

Set Quaker dates thus: "Second day, Fifth month, 13th."

Use 1907-08, not 1907-'08 or 1907-8.

Where '07 is written in copy supply the 19 always, except when applied to college classes; as, "Class of '07."

Where date lines or address come at end of Preface, etc., set in type one size smaller than the text above it.

NEW USE OF THE DASH IN ADVERTISEMENT WRITING

The dash is being more frequently used in advertisement writing than any other mark. It is used instead of a comma, and sometimes displaces a period.

"These goods and prices should make business hum on Saturday. This month of August we are making a general clean-up of our stock preparatory to showing the new fall goods. In the ordinary way these prices would be ruinous.

Every stock in this store must be clean, fresh, and orderly and hence these specials for Saturday."

The above is the ordinary way of rendering; note the difference in the following:

"These goods and prices should make business hum on Saturday—This month of August we are making a general clean-up of our stock—preparatory to showing the new fall goods—In the ordinary way these prices would be ruinous—Every stock in this store must be clean, fresh, and orderly—hence these prices for Saturday."

COMPOUNDING

Compound Nouns.—When two nouns are used to represent one thing, articles, or subject, they should be compounded; as, wife-murder, death-blow, brain-labor, sand-bank, head-dress. The dictionary should be followed in all other compound words. Never compound words ending in *ly*.

Adjectives composed of two or more words should be compounded; as, union-loving, water-proof, well-meaning, far-seeing, long-continued, ever-memorable, never-to-be-forgotten, etc.

DIVISIONS

Divide words according to Webster. Never exceed three divisions in succession. The fewer divisions the better, especially small ones, if it does not spoil the uniformity of the spacing. When possible, divide compound words at the division of the two words only. Do not turn over "ed" unless it is sounded as a distinct syllable. Never turn over a syllable or two-letter word at end of paragraph—except in narrow measure.

SENTENCES

A sentence is a collection of words arranged in such a manner as to express a complete thought.

Sentences are of three kinds:—Simple, Complex and Compound.

When a sentence contains only one subject and one finite verb, it is said to be a simple sentence.

Example—"Our new stock has arrived."

When a sentence contains not only a complete subject and its verb, but also other dependent or subordinate clauses which have subjects and verbs of their own, the sentence is said to be complex.

Example—"We announced that our new stock had arrived."

When a sentence consists of two or more complete and independent sentences connected by a co-ordinative conjunction, it is said to be a compound sentence.

Example—"Our new stock has arrived and it is now on sale."

A sentence must be lucid in order and logical in sequence. The following is neither lucid nor logical: "The beaux of that day painted their faces as well as the women." The way the sentence reads, it means,

the beaux painted their faces as perfectly as the women painted theirs. The author meant to convey the idea that the beaux painted their faces and the women painted theirs, too. Examples of this looseness of composition are seen every day. Avoid it by criticising your work severely.

ALLITERATION

Alliteration is the beginning of several successive words in a sentence with the same letter or sound. Thus:

Apt alliteration's artful aid.

Jaunty gentlemen generally joke joyously.

Trials and troubles turn with time and tide.

Wisdom wages war with willful wickedness.

Alliteration in a heading or catch-line is sometimes very effective, but it should never be used throughout the whole advertisement. As an example of idiocy that kind of an advertisement is a success, but it will never sell goods.

GRAMMAR

An advertisement writer should use as good language in his advertisements as authors do in their literary productions. It is our purpose to point out a few of the errors that sometimes creep into the advertisements of our merchants.

Errors of comparison are frequent. An object can only be compared with some other object, or with itself in some other state, or at some other period of time. Thus: "This shoe is better than any shoe in the city at the price." This sentence compares the shoe with itself, which is incorrect. "Other" should be inserted after "any," to make it read correctly.

Be careful in your use of "who," "which," and "that." Don't use one for the other.

Be sure that your verb agrees with your substantive. "Their peculiar haunt are the deep gorges of the mountains." Here we have a singular noun "haunt" and a plural verb "are," which is a gross error. Substitute "is" for "are."

Never use the plural pronouns "these" and "those" before the singular nouns "kind" or "sort." We may say "those kinds," but never "those kind."

Many stumble over the smallest words. Here are a few points in regard to them:

"At" and "by."—While these two words indicate nearness, "at" is more specific than "by," giving the idea of customary or particular nearness. "He stood at the entrance," would mean more than, "He stood by the entrance."

"At" and "in."—"At" is less definite than "in." "At" the church, may mean "in" or "near" the church. "At" should be used before the names of small towns, villages, etc. "In" should be used before names of great geographical or political divisions of the globe, countries and large cities.

"In," "at" and "on."—When these words denote time we may say, "At the hour of 12, on the 24th of September, in the year 1902."

"Shall" and "will" are two little words that cause a great deal of trouble to many writers and speakers. The following rules will help you :

When the action spoken of depends upon the will of the speaker, "will" is used in the first person and "shall" in the second and third.

When you give a command or make a promise or threat, "shall" should be used.

When the action spoken of depends on the volition of the person to whom we speak, then "will" should be used in the second and third person.

SYNONYMS

Synonyms are words having the same or similar meaning. Take the word "bind;" the synonyms are "tie," "fasten," "unite," "join."

Owing to the composite character of the English Language, many words have similar meanings—very few are strictly synonymous—and much of the beauty and power of composition lies in the proper use and application of such words.

Take the words just given, while they are of the same or similar meaning, they have their peculiar use and application. Thus,

We "bind" a bundle.

We "tie" a knot.

We "fasten" a gate.

We "unite" our endeavors.

We "join" our hands.

Teased, tantalized, vexed, harassed, and tormented, all have similar meanings, but have their appropriate applications. Thus, "On our journey we were teased by many unpleasant trifles, tantalized by delusive appearances, vexed by careless servants, harassed by the importunities of beggars, and tormented by more serious evils." These examples will serve to show you how careful you should be in selecting your words in writing your advertisements.

Antonyms are words of opposite meaning, as, "continue—stop," "carry—drop," "insist—abandon."

RHETORIC.

Long sentences are to be avoided as they are less easily understood than short ones. On the other hand, avoid being so brief as to be obscure.

Don't mix your metaphors. This is a failing that many writers have; especially those who are given to writing in a grand and soaring style. Here are two examples of mixed metaphors :

"This world with all its trials is the furnace through which the soul must pass and be developed before it is ripe for the next world." (Does passing through a furnace develop or ripen a soul or anything else?)

"The very recognition of these or any of them by the jurisprudence of a nation is a mortal wound to the very keystone upon which the whole vast arch of morality reposes." (A keystone dying of a wound.)

A climax, in rhetoric, means an ascending scale; and an anti-climax is where the writer, instead of mounting, drops. In writing your advertisements avoid the anti-climax—always when making your statements emphatic and forceful, use the climax.

A worthy retired shopkeeper of Boston, is said to have been persuaded by a friend to read the plays of Shakespeare. Meeting him sometime after, the friend inquired how he had liked them. "Sir," was the answer, "they are grand, they are splendid; there are not twelve men, sir, in Boston who could have written those plays." A woeful anti-climax verily, when one expects "I did not deem man's genius capable of such masterpieces"—or something to that effect.

PLAIN LANGUAGE

Your advertisement must be better in all its details than that of your competitor, and when we say better we have reference to choice language, clear thoughts, and truthfulness. Big words, hard to pronounce, are faults to be avoided. Exaggerated and bombastic language that appeals only to the lowest emotions should never find a place in a production designed to solicit trade. Choice quotations appropriate to your theme may often be used to great advantage. They attract attention, and will be read.

The language used should be plain and simple; big words often mar or destroy the effect. Words are not ideas, but signs of ideas. Readers glance over words to gather the images they represent. Should the words describe in detail a garment, a mere glance over the words should give the reader an image of the garment described. The words should be fittingly used to produce a symmetrical whole. A clear, harmonious picture of the thing advertised is wanted; not a disjointed, blurred picture. Simple words yield their contained ideas without effort, and hence do not weary nor disgust the reader. Words should not be used out of their accepted usage, for then the reader is left to guess what was intended, and guessing at the meaning of an advertisement is fatal to it.

The language of an advertisement is intended to convey to the reader the advertisers' thoughts that have reference to the kind of matter presented. The words used are stepping-stones to a realization of the thoughts expressed, or the signs of the ideas that are combined to form the general notion comprehended in the thought. If we regard words as the wings that convey the ideas home to the recipient minds of the reader, the importance of selecting the right words becomes apparent. The attempt to dignify little and commonplace thoughts by the use of big words produces a grotesqueness as abominable as it is contemptible.

EXAGGERATION

"Common sense isn't as common as its name implies. Otherwise everybody would select Scholle's Furniture."

So read an advertisement that appeared in the Illinois Central cars. It is an example of the exaggerated style of advertisement which defeats its own end, by making a statement which is untrue and absurd. If it

means anything at all, it means that the furniture advertised by Scholle is so superior to all other makes that no one possessing common sense would buy any other; and per contra, any one who buys any other has no sense. We do not know anything about Mr. Scholle or his goods, but we venture to say that when he is talking directly to his customers he does not indulge in such nonsense as he uses in his advertisements.

This is one of the curious features of current advertising. Sensible people make claims in black and white which they would be ashamed to make verbally. The man who would meet all comers with such words as "My wagons are the best on earth," or "My engines are superior to all others, without exception," or "Nobody sells at such low prices as I do," would be set down as a fool. Yet this sort of transparent braggadocio is common in newspaper and magazine advertisements, posters, circulars and every other kind of printed advertising matter.

This is one result of the false notion that an advertisement to be effective, must make startling claims or it will pass unnoticed. The truth lies in the opposite direction. A startling claim will be the more likely to be disbelieved precisely in proportion to its startlingness; and nothing in an advertisement can be more expressive than a simple statement of truth. Ruskin once said that one of the most difficult things to do is to tell the truth about anything, but in writing advertisements it will surely pay to make an effort to do so.

TRUTHFULNESS

No point in connection with advertising is more worthy of continual emphasis than the necessity of being absolutely truthful. Everybody despises a liar. The liar himself has a healthy contempt for his class. Let the advertisement contain but one false statement and the whole establishment is branded as unworthy of the confidence of the public. It may be an apparently insignificant lie, but the work is done as effectively as though it was the most impudent and brazen untruth. People expect the truth and nothing but the truth about goods. If they do not know better than to believe lies, they will not go far before some one will enlighten them to your undoing. Give prevarication a wide berth in all your advertising efforts. Educate people to the belief that "if they see it in your advertisements it is so." Do not even by inference give an impression that cannot be backed up by your store and stock.

A man who seeks to court favor through advertising can never succeed by lying and misrepresentations. He must be truthful and honest with the people if he hopes to gain their confidence and their custom. Confidence is founded on truth and veracity, and no business methods lacking these elements can reach the highest possibilities of success.

One of the worst styles of lying to be met with in advertising today is the half-truth. What is said is true, but enough is left unsaid to leave a false impression. Don't allow yourself to be deceived into believing that this form of lying is not as harmful as a plain, unprovoked falsehood, for it is.

CHAPTER LXXXVIII.

MISCELLANEOUS INFORMATION

IT is not our intention in this chapter to go very deeply into the different subjects mentioned. It would require a large-sized book in itself to do so. We merely give here such brief information as we think the advertiser will find useful. In some cases this information is given in the shape of a table, in others merely as a paragraph.

PRINT PAPER

Print paper is made entirely from wood pulp, which is ordinarily treated by the sulphite process. In the average newspaper, the sulphite fiber and ground wood filler are found in the proportion of one to three. Newspaper is of one color; poster paper of numerous tints. These are the two uses to which print paper is put.

The usual sizes are 24x36, 25x38, 28x42, and 32x44 inches. The weight varies from 25 to 100 pounds. Other, but less common, sizes are 22x30, 24x35, 26x40, 30x44, 36x48.

BOOK PAPER

Book paper in the cheaper grades is made of wood pulp; in the better grades there is an increasing proportion of rags. As its name implies, it is used in printing books. It is made in white and tints. The following terms are usually employed in describing the different grades:

"S. & C." shows that the paper has been "sized" and "calendered." "Sizing" is a vegetable, resinous substance, which is mixed with the wood pulp to render the paper impervious to ink. In cheaper grades clay is used; in writing and more expensive papers, gelatine. "Calendering" is ironing. The paper passes rapidly through cylinders in contact, heated inside by steam.

"S. & S. C." shows that paper has been "sized" and "super-calendered," a separate process being employed to give it an especially high and glossy finish.

"Enameled" paper is coated on both sides with China clay and glue. This coating covers the body, fills up the pores and gives it a high, glossy finish.

"Antique" finish is one where the calendering has been omitted.

The usual sizes are 24x36, 25x38, 28x42 and 32x44. Two sizes, 36x48 and 38x50, are also found in use, these being twice 24x36 and 25x38. Weights range from 35 to 140 pounds.

COVER PAPER

Cover paper comes in all grades and materials and in every conceivable tint. Common cover paper is simply colored book with the same finish. It may have a cloth, manila, or plain back, an antique, enameled or leatherette finish, etc. The regular sizes are three: 20x25, weight 20 to 100 pounds; 22½x28½, 20 to 120 pounds; 23x32½, 45 to 75 pounds. There are also other sizes, viz., 25x40, 22x34, 22x28, 24x36, 18¼x28, 18x28, and 25x28.

WRITING PAPER

The cheaper grades of writing paper have a large percentage of wood pulp; the better grades having a large percentage of cotton rags. In fine linen and bond papers, linen rags are used exclusively. Linen is usually lighter than bond, which has a hard and flinty surface. Writing papers are thoroughly and highly sized. Ledger paper is linen paper of high grade with a heavy finish.

The usual sizes are 17x22, 19x24, and 17x28. Others are 18x23, 16x21, 21x32, 22x34, 24x38, and 28x34. The weight varies from 14 to 56 pounds.

CORRECT SIZES OF FLAT WRITING PAPERS

Flat Letter	10 x 16
Flat Packet or Packet Post	12 x 19
Flat Foolscap or Small Cap	13 x 19
Flat Cap	14 x 17
Crown or Crown Cap	15 x 19
Double Letter	16 x 20
Demy	16 x 21
Folio Post or Folio	17 x 22
Double Folio	22 x 34
Double Cap	17 x 28
Small Double Cap	16 x 26
Royal or Packet Folio	19 x 24
Super Royal	20 x 28
Double Demy, narrow	16 x 42
Double Demy, broad	21 x 32
Elephant	23 x 28
Medium	18 x 23
Imperial	23 x 31
Double Medium, narrow	18 x 46
Double Medium, broad	23 x 36
Double Royal	24 x 38
Double Elephant	27 x 40
Columbier	23 x 34
Atlas	26 x 33
Antiquarian	31 x 53

Cardboard

22 x 28

SIZES OF RULED PAPER

Commercial Note Heads.....	$5\frac{1}{2} \times 8\frac{1}{2}$	$\frac{1}{8}$ Folio
Hotel Note Heads.....	$5\frac{2}{3} \times 11$	$\frac{1}{6}$ Folio
Packet Note Heads.....	$6 \times 9\frac{1}{4}$	$\frac{1}{8}$ Royal
Royal Packet Note Heads.....	$5\frac{3}{4} \times 9$	$\frac{1}{8}$ Medium
Demy Letter Heads.....	$8 \times 10\frac{1}{2}$	$\frac{1}{4}$ Demy
Folio Letter Heads.....	$8\frac{1}{2} \times 11$	$\frac{1}{4}$ Folio
Memorandum Heads.....	$5\frac{1}{2} \times 8\frac{1}{2}$	$\frac{1}{8}$ Folio
Bill Heads—Sixes.....	$8\frac{1}{2} \times 4\frac{2}{3}$	$\frac{1}{6}$ Cap
3000 to Ream.		
Bill Heads—Quarters.....	$8\frac{1}{2} \times 7$	$\frac{1}{4}$ Cap
2000 to Ream.		
Bill Heads—Thirds.....	$8\frac{1}{2} \times 9\frac{1}{8}$	$\frac{1}{6}$ D. Cap
1500 to Ream.		
Bill Heads—Halves.....	$8\frac{1}{2} \times 14$	$\frac{1}{2}$ Cap
1000 to Ream.		
Regular Statements.....	$5\frac{1}{2} \times 8\frac{1}{2}$	$\frac{1}{8}$ Folio
Hotel Statements.....	$5\frac{2}{3} \times 11$	$\frac{1}{6}$ Folio
Head and Tail Statements.....	$5\frac{1}{2} \times 8\frac{1}{2}$	$\frac{1}{8}$ Folio
Gem Statements.....	$3\frac{3}{8} \times 5\frac{5}{8}$	
Infant Statements.....	$4\frac{1}{8} \times 5\frac{1}{2}$	
Square Statements.....	$5\frac{1}{2} \times 5\frac{5}{8}$	
Yankee Statements.....	$3\frac{3}{8} \times 8\frac{1}{2}$	

BRISTOL BOARD

Bristol board, so called from the place of its first manufacture, is sheets of paper pasted together, the ply and weight depending entirely upon the taste and wishes of the customer. It is used for visiting and business cards. White board is regularly 22x28, the ply 2, 3, 4, 6, 8, 10 and 16, the weight as high as 160 pounds. Other sizes used are 25½x30½, 18x28, and 18¼x28.

MANILA PAPER

Manila paper is used for wrapping purposes, its basis being Manila butts. The two usual sizes are 22½x28½ and 24x36, and the weights range from 80 to 200 pounds.

This paper is also made in numerous sizes for different uses. For instance, the shoe man will have several sizes specially adapted for wrapping shoes and shoe cartons. The clothier will have sizes specially adapted for his purposes. The sizes used by the one being practically of no use whatever to the other.

BLOTTING PAPER

Blotting paper is made of ground wood—basswood, ash, etc. Its mission is entirely as an absorbent. The usual size is 19x24, the weights 60 to 140 pounds.

DIMENSIONS OF BOOKS

The dimensions of books when they were all printed upon the hand press were very well defined by the terms folio, quarto, etc. They were generally printed upon what is termed medium paper 19x24 inches in dimensions. A sheet of this size, folded once, makes a folio; again, a quarto; still again, an octavo; then, a square 16mo; again, 32mo; and so on to 64mo, and even to 128mo. Besides these sizes there are two others intermediate, the 12mo and 18mo. The oblong 16mo was printed on a different sheet of paper, 18x28 inches in dimensions. The different sizes of books, therefore, measure about as follows; it being understood that the sheet is printed on both sides, so that a folio has four pages to a sheet; a quarto, eight, etc.

	Inches		Inches
Folio	19 x 12	16mo (square)	6 x 4½
Quarto	12 x 9½	16mo (oblong)	7 x 4½
Octavo	9½ x 6	18mo	6¾ x 4
12mo	8 x 5	32mo	5 x 3

For quarto and octavo a sheet 19x24 inches has been found to give the best shape, but one 20x24 inches is the best for duodecimo. The 18mo is discarded totally, nowadays, as it requires, after the first side is printed, the transposition of four pages to make it fold properly, and then leaves two insets to be inserted in binding.

In the modern publishing field, publishers use their own discretion regarding sizes. If it is found that a certain size is more suited for a certain book, special paper of a special size will be ordered, the dimensions being in that case entirely different from the table given.

FORM OF THE PAGE

In determining the form of a page of an oblong shape, whatever its size, a certain proportion should always be maintained. *The diagonal measure of a page from the folio in the upper corner to the opposite lower corner should be just twice the width of the page.* This is no arbitrary technical rule, but is in conformity to the law of proportion establishing the line of beauty; it applies equally to all objects of similar shape, and satisfies the eye completely. A long brick-shaped page or book will not look well, however nicely it may be printed. When we come to a quarto or square page, the true proportion of the diagonal to the width will be found to be as 10½:6¼—the size of a good shaped quarto—instead of 2:1, as in the oblong, or octavo. And this shape also proves as satisfactory to the eye as the former one. However large or small the page may be, these proportions should be maintained for a handsome book.—Bigelow's Handbook of Punctuation.

REGULAR ENVELOPE SIZES

COMMERCIAL

No. 3 $2\frac{11}{16} \times 4\frac{3}{4}$	No. 9 $3\frac{15}{16} \times 8\frac{7}{8}$
No. 4 $2\frac{7}{8} \times 5\frac{1}{4}$	No. 10 $4\frac{1}{8} \times 9\frac{1}{2}$
No. 5 $3\frac{1}{8} \times 5\frac{1}{2}$	No. 11 $4\frac{1}{2} \times 10\frac{3}{8}$
No. 6 $3\frac{1}{2} \times 6$	No. 12 $4\frac{3}{4} \times 11$
No. 6 $\frac{3}{4}$ $3\frac{5}{8} \times 6\frac{1}{2}$	No. 14 $5 \times 11\frac{1}{2}$
No. 7 $3\frac{3}{4} \times 6\frac{18}{16}$		

BARONIAL

No. 4 $3\frac{5}{8} \times 4\frac{11}{16}$	No. 5 $4\frac{3}{16} \times 5\frac{3}{16}$
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BANK

No. 6 $4\frac{1}{8} \times 6\frac{1}{4}$	No. 8 $5 \times 7\frac{1}{2}$
No. 7 $4\frac{5}{16} \times 7\frac{1}{8}$		

COIN—OPEN END

No. 3 $2\frac{1}{2} \times 4\frac{1}{4}$	No. 7 $3\frac{1}{8} \times 5\frac{1}{2}$
No. 5 $2\frac{7}{8} \times 5\frac{1}{4}$		

DRUG

No. 1 $1\frac{3}{4} \times 2\frac{7}{8}$	No. 3 $2\frac{5}{16} \times 3\frac{5}{8}$
No. 2 $2\frac{1}{16} \times 3\frac{1}{2}$		

PAMPHLET

No. 2 $6\frac{1}{2} \times 10$	No. 3 $6\frac{3}{4} \times 10\frac{1}{2}$
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PAY

No. 2 $2\frac{9}{16} \times 4\frac{5}{16}$
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Envelope paper is made 500 sheets to the ream, and standard size on which 40, 50, and 60 pounds (or X, XX, and XXX, as commonly known to the trade), is on basis of 500 sheets $22\frac{1}{2} \times 30$ —40, 50, and 60 pounds.

HOW TO FIGURE STOCK

It is very often a convenient thing for the advertiser to be able to figure out how many sheets of a certain size he can get out of a larger sheet.

There will be no need for sample sheets of stock—no measuring and ruling off of the whole sheet to find how many pieces you can get out of it, once you “get on” to the multiple principle of figuring it out.

After a little experience, the application of this principle to meet various requirements will suggest itself as occasion arises.

How many $5\frac{1}{2} \times 7$ -inch pieces can be got out of a sheet 22×28 inches?

$$\begin{array}{r} 22 \times 28 \\ 5\frac{1}{2} \times 7 \\ \hline \end{array}$$

$$4 \times 4 = 16 \text{ out, without waste.}$$

How many 5×9 -inch pieces?

$$\begin{array}{r} 22 \times 28 \\ 5 \times 9 \\ \hline \end{array}$$

$$4 \times 3 = 12 \text{ out, with 1-inch waste one way, 2-inch waste the other way.}$$

This result is found in the following manner: 22 is divided by $5\frac{1}{2}$ and gives 4 as an answer; 28 is divided by 7 and gives 4 as an answer. This shows that the stock can be cut both ways four times and that the sheet 22×28 will produce 4 times 4 pieces, which equals 16. Sometimes when there is shown considerable waste it is just possible that by reversing the figures of the size to be cut out, the stock can be cut to better advantage. More pieces may be obtained from the sheet or the waste may be large enough to utilize at some other time. It will be found that a sheet 22×28 will cut six pieces 10×7 , when cut one way of the stock and eight when cut the other way.

How large a sheet for sixteen 3×4 -inch pieces?

$$\begin{array}{r} \text{Multiples of } 16 = \begin{array}{r} 3 \times 4 \\ 4 \text{ and } 4 \end{array} \\ \hline \end{array}$$

12×16 -inch sheet.
or

$$\begin{array}{r} \text{Multiples of } 16 = \begin{array}{r} 3 \times 4 \\ 2 \text{ and } 8 \end{array} \\ \hline \end{array}$$

6×32 -inch sheet.
or

$$\begin{array}{r} \text{Multiples of } 16 = \begin{array}{r} 3 \times 4 \\ 8 \text{ and } 2 \end{array} \\ \hline \end{array}$$

24×8 -inch sheet.

NUMBER OF "EMS" IN A LINE OF TYPE

A column 2 inches wide contains 12 ems.

"	"	$2\frac{1}{6}$	"	"	"	13	"
"	"	$2\frac{1}{3}$	"	"	"	14	"
"	"	$2\frac{1}{2}$	"	"	"	15	"
"	"	$2\frac{2}{3}$	"	"	"	16	"
"	"	$2\frac{5}{6}$	"	"	"	17	"

BINDINGS

As there is likely to be a wide difference in opinion as to the meaning of the terms quarter bound, half bound, three-quarter bound, full bound and full bound extra, the following definitions are given as those mutually understood between printers and binders, as far as blank-book work is concerned.

A leaf is understood to be two pages, and a sheet four pages.

A Binder's Quire means twenty sheets of folded paper in a book, and if paged consecutively means eighty pages to the quire. An index in front is reckoned one quire.

Check Binding is a book stitched, with light, straw-board sides, covered with paper, muslin, or leather back, cut flush.

Quarter Binding is a book sewed, with leather back, smooth, straw-board sides, cut flush and covered with paper, turned over the edges.

Half Binding is a book sewed or whip-stitched, as the case may be, smooth roan leather tight back, straw-board sides, covered with muslin, turned in, and with or without leather corners, cover extending over the edges of the book; finished and lettered on the back in gold.

Three-quarter Binding (usually called also half binding, which name should never be used in this connection) is a book with spring back, of Russia leather or other equally good, with raised bands, cloth sides and leather corners, rounded; or, when required, a full bound sheep, colored or uncolored leather, in lieu of Russia back and cloth sides; finished and lettered on the back in gold.

Full Bound No. 1 is a book bound in full sheep, spring back, raised bands, with Russia leather ends and bands, with the usual rolling, finishing, and lettering, and understood by stationers and printers as full-bound Russia ends and bands.

Full Bound Extra is a book with full Russia spring back, with double raised bands, and double Russia side finishing, with the usual extra finishing and lettering, recognized by stationers and printers as double extra Russia end and band books.

Bindings increase in price in the following order: Paper, board, cloth, skiver, roan, calfskin, Russia, turkey morocco, levant morocco. Parchment, vellum and hog-skin are exceptional bindings.

CHAPTER LXXXIX.

TECHNICAL TERMS

ADVERTISING.—Advertising is influencing the minds of the people. It is making others think as you desire. It means utilizing all those forces which produce impressions and crystallize opinions. It is the creating of prestige—that quality which causes others to accept a statement without question. [Mahin.]

ADVERTISING AGENCY.—An organization of men competent to select suitable advertising media, buy space, write advertisements, create ideas for illustrations, prepare and forward copy to publisher, see that same is correctly executed, collect from the advertiser, pay the publisher and co-operate with the advertiser in conceiving, developing and perfecting those collateral forms of advertising effort which are necessary to make a campaign fully successful. The advertising agency's services cost the advertiser nothing, as they are paid by the publisher in the commissions, or lower price which is secured by the agency. [Mahin.]

AGATE.—5½-point type. The standard for measuring advertising. Fourteen lines set solid make one inch. Note—While it is true that there are 14 lines of agate type to the inch, you will notice that 5½-point type, the type that has replaced agate, is 77 points for each 14 lines; 14 lines agate are always charged for one inch, the advertiser getting the advantage.

ANTIQUE.—A face of type much used in advertising; it is a little heavier than Roman, and has the cross-ending stroke slightly prominent.

ASCENDING LETTERS.—Letters reaching upwards; viz., b, d, f, h, k, l, t.

ARTIST.—Artists are engaged to design illustrations for advertisements. They are usually paid by the hour.

AUTHOR'S CORRECTIONS.—The changes or corrections the author makes in the proofs. Where there are many of these the paper usually charges for making them. The printer is responsible only for incorrect spelling, punctuation, and typographical errors.

AUTHOR'S PROOF.—The proof sent to the writer.

BAD COPY.—Manuscript difficult to read. All copy should be written very carefully, proper names, technical terms, etc., especially.

BASTARD TITLE.—A short, secondary title, preceding the general title of a work.

BASTARD TYPE.—A type with its face larger or smaller than its body, as, a 10-point face on an 11-point body, or vice-versa. Also used to designate a type made on other than the point system.

BI-WEEKLY.—A paper issued every two weeks.

B. W.—Bi-weekly.

BI-MONTHLY.—Issued every two months.

B. M.—Bi-monthly.

BLACK FACE.—Any type with a full black face.

BLANK LINE.—The space between two paragraphs, the depth of a line of type in which the type is set.

BODY.—The metal which supports the face of the type.

BODY TYPE.—The type used for reading matter in newspapers, periodicals and books.

BOOKLET.—A small book or pamphlet having paper covers.

BOOK PAPER.—The general term given to paper of various sizes, quality and finish to distinguish it from commoner grades used for newspapers. The standard size of a sheet of book paper is 25x38 inches. Half sheets are 19x25 inches.

BOLD FACE.—A style of type resembling Roman, but having shaded strokes much heavier. Also called "full face."

BORDER.—Plain or ornamental lines around any style of printed matter.

BRASS RULES.—Strips of brass, type high, printing straight, parallel or waved lines or borders. A rule is often inverted to print a heavier line.

BREAK LINE.—A short line at the end of a paragraph.

CATALOGUE.—A book or booklet containing descriptions and prices of goods.

CAPS.—Capital letters.

CAPTION.—The title of an illustration appearing above, below or at the side of it.

CASE.—The drawer that holds the type.

CHASE.—The metal frame in which the page or pages of type are locked, ready for the press.

CATCH LINE.—A bold display line intended to catch the eye.

CLEAN PROOF.—A proof containing very few errors.

CLOSE MATTER.—Type set closely together with few paragraphs, and with neither break lines nor leads.

COLUMN WIDTH.—The ordinary newspaper column is two and one-sixth inches wide, the magazine column two and five-eighths inches. Columns may be of any width the publisher fancies, but the ones given are standard.

COMPOSING STICK.—The mechanical contrivance in which type is set.

COMPOSITION.—The setting of type into words and sentences, and arranging them into lines.

COPY.—The printer's term for all manuscripts.

CUT-IN-LETTER.—The initial letter larger than the body type, sometimes plain, sometimes fancy, used at the beginning of an article or chapter.

CUT.—The printer's term for all engravings.

D.—Daily.

DASH.—A line, plain or ornamental, between type lines.

DEAD MATTER.—Type matter that is not to be used.

DESCENDING LETTERS.—Those that run downwards, as g, j, p, q, y.

DISPLAY.—Words set in larger type, than, or separated from, the surrounding matter by spaces or rules.

DISTRIBUTION.—Replacing type that has been set up into its proper place in the case.

DOUBLE COLUMN.—Matter set across, or in the space of two columns.

DOUBLE LEADED.—Type matter with two leads between the lines.

DUMMY.—A lay-out of an advertisement, or job, showing the exact size, general appearance and make-up, as it is intended to be when printed.

DUODECIMO.—Half a sheet of book paper (10x25 inches), folded into twelve leaves or twenty-four pages, makes a book called Duodecimo. 18mo, 18 leaves, 36 pages; 24mo, 24 leaves, 48 pages.

E. D.—Every day.

E. I.—Every issue.

ELECTRO.—An electrotype.

ELECTROTYPE.—A duplicate of an engraving, or type matter made into a solid body. The surface of an electrotype is of copper.

EM.—The square of the type body, called "em" on the supposition that the body of the letter "m" in Roman type is square.

E. M.—Every month.

E. O. D.—Every other day.

E. O. I.—Every other issue.

E. O. M.—Every other month.

E. O. W.—Every other week.

EVEN PAGE.—The even numbered pages of a book, such as, 2, 4, 6, 8, 10, 12, etc.

FANCY LETTERS.—Type faces that are not plain and simple in style.

FORM LETTERS.—These are really circulars, used by advertisers to answer the purpose of letters used most frequently in a "follow-up" system.

FOREIGN ADVERTISING.—An advertisement from a city other than the one in which the paper is published. Usually applied to all mail-order and general advertising.

FLAT RATE.—A set price per inch or line for each insertion, no matter how many times it appears or how much space is used.

FOLIO.—Half sheet of book paper (10x25 inches) folded into two leaves or four pages, makes a book called Folio. Also applied to running number of pages in a book.

FOLLOW COPY.—When "follow copy" is written on the copy it means that the typographical style of the copy must be followed closely.

FOOT-NOTE.—Printed matter at the bottom of the page, usually set in small type preceded by a reference mark, corresponding with a similar mark in the text.

FORM.—A page or number of pages locked in the chase, ready for the press.

FOUL PROOF.—A proof containing many errors.

FULL POSITION.—A position at top of column, or next, after reading matter in a broken column.

F. F.—Full face. (See Bold Face.)

GALLEY.—A movable tray, of metal or wood, on which types are placed after being composed.

GALLEY PROOF.—The first proof, before the matter is paged or arranged.

GET IN.—Set words close together.

GOTHIC.—A perfectly clean-cut type face, without points, or shading, and with all the lines of the same thickness. It may be heavy or light faced. There are many styles of gothic, as Gothic Extended, Gothic Condensed, Lining Gothic, etc. Gothic is a face much used in setting advertisements. [See page 485 for specimens.]

GUARDS.—Slugs, type-high, used to protect the edges of the type in stereotyping and electrotyping.

HEADING.—The headline of an advertisement.

HANGING INDENTION.—The first line of the paragraph beginning flush with the column rule, and the following lines set two “ems” or more to the right, allowing a white space, or indention, on the left.

HALF SHEET.—A half sheet of “news” paper is usually the size of one page of a newspaper.

HALF-TONE.—An engraving made by photographing a photographic print or wash drawing through a fine screen upon a copper plate which is afterwards treated to an acid bath which eats away the surface of the plate unnecessary to reproduce the picture.

HALF-TITLE.—The title of a book or pamphlet, placed at the upper portion of first page.

INSERT.—Pages bound in with the regular pages of a book, catalogue or magazine.

IMPOSING.—Arranging the composed type for the form.

INDENTION.—The space to the left of a line at the beginning of a paragraph. All the white space around an advertisement, between the border and solid type matter.

IMPRINT.—The publisher’s or printer’s name and address on a job of printing or book.

INITIAL LETTER.—Usually ornamental, used at the beginning of chapters of a book or articles in a magazine.

JOB PRINTING.—Generally applied to all commercial work, as distinct from book or large catalogue printing.

JUSTIFYING.—Making both ends of all lines even.

LEADERS.—Dots or hyphens placed at intervals to guide the eye between two points of the text.

LEADS.—Strips of type-metal of various thicknesses, for spacing between the lines. The thickness of leads are usually reckoned on a Pica basis; those most commonly used being “six to Pica,” or two points in thickness.

LEAN TYPE.—Type with a very thin face, capable of being set so that the letters can come close together.

LEADED MATTER.—Type matter with leads between the lines.

LEAN.—Type set close together; solid.

LOWER CASE.—The small letters of the alphabet, kept in a case, lower than the capital letters, so as to be easier reached, they being used more than the capitals.

L. C.—Lower case.

LETTER-PRESS.—Ordinary printing from movable type.

LIVE COPY.—Manuscript to be put into type.

KEY.—Referring to what is known as keying an advertisement. This is done by mail-order houses by having a different number to the street or room address used in each paper. Sometimes a different catalogue number is used in the same manner.

MATTER.—Any portion of composed type. *Live matter*, type set to be printed. *Standing matter*, type held to be used again. *Dead matter*, type to be distributed.

MAIL-ORDER PUBLICATIONS.—A class of monthly papers printed cheaply and published at nominal prices. They often have extremely large circulations among farmers and suburbanites.

MAGAZINES.—A class of periodicals published monthly. These are usually illustrated and carry articles of literary merit and fiction. National in scope.

MATRIX.—Mold of *papier-maché* in which type metal is cast to obtain a duplicate form.

MSS.—Manuscripts.

MAKE-UP.—Laying out the advertisements, and reading matter for each issue. Placing each in its proper place on the page.

NONPARIEL.—6-point type. Used by most of the large daily papers for printing news matter.

N. R. M.—Next to reading matter.

OBJECTIONABLE COPY.—Manuscript not easy to read. Proper names and technical terms should be written very plainly.

OPEN MATTER.—Type set with many paragraphs and leads.

OUT DOOR DISPLAY.—Sign boards and billboards comprise out door display.

OLD STYLE ROMAN.—Type used for reading matter, a light and open face style of type.

PLATES.—Electrotypes or stereotypes.

PATENT INSIDES OR OUTSIDES.—Applied to that portion of some country newspapers which are printed at a central office.

PHAT.—Applies to leaded or other matter which is open and easy to set.

PP.—Pages.

PI.—Disarranged type.

PREFERRED POSITION.—Top of column, next to reading matter.

PROOF-READER.—One who reads proof.

POSITION.—A special position in the newspaper; T, C, N, R, M, means top of column, next to reading matter. "Run of paper" indicates that an advertisement may be run in any place where there is room for it.

PRESS WORK.—Printing on a printing press.

Q.—Quarterly.

QUARTO.—Half sheet of book paper (19x25 inches) folded into four leaves or eight pages makes a book known as Quarto.

REVISE.—Proof, after corrections have been made.

ROMAN TYPE.—Type used for reading matter.

RUNNING HEAD.—The title of the book, or chapter name, placed at top of pages.

QUAD.—The spaces placed to fill out lines ending paragraphs. The "en" quad, one half of the square of the type body, is the smallest. (See spaces.)

READING MATTER.—That portion of the advertisement other than the display lines.

REPRINT COPY.—Copy to be set made up of printed copy instead of written copy.

RUN IN.—A term used when it is desirable to have matter set without paragraphs.

SMALL CAPS.—Small capital letters.

STANDING MATTER.—Type set up to be printed from, or matter that has been used and is to be left standing for further use in printing.

SM.—Semi-monthly.

SW.—Semi-weekly.

SOLID.—Type set without leads.

STICK.—The short term used by printers to designate the composing stick.

STICKFUL.—Applies to about two inches of set-up type matter.

SIDE HEADS.—A title or sub-head at the side or set into the page or column.

SPACES.—Pieces of type metal, not type-high, and less than the width of an "en" quad, used for spacing between letters and words. Blanks between words.

STEREOTYPE.—Duplicates of type matter cast in a solid body. Stereotypes are cast from type metal and being of an inferior quality are not as durable as electrotypes.

SERIFS.—The small projections which start at the sides or at right angles to the stems of letters.

SLUGS.—Thick leads; all leads thicker than "three-to-Pica," are called slugs.

T. C.—Top of column.

T. F.—Until forbidden.

TR.—Transpose.

TAKE.—A term used by printers for the part of an article or advertisement that is given to one printer to set up. In large offices, large jobs and advertisements are cut up into "takes" for the purpose of getting the work done up more quickly.

TOKEN.—500 sheets printed on one side, or 250 sheets printed on both sides. In New York, one-half of this is called a token. Press work in some offices is figured at a certain rate per token.

TABLE WORK.—Matter made up mostly of figures and rules. Tabular matter.

UPPER CASE.—Refers to case containing capital letters.

W.—Weekly.

W. F.—Wrong font.

WRONG FONT.—The wrong style of letter or the wrong size.

Two T. A. W., 3 T. A. W., etc.—Mean respectively, 2 times a week, 3 times a week, etc.

A single line drawn beneath words signifies italics.

Two lines drawn beneath words signifies small capitals.

Three lines drawn beneath words signifies capitals.

A circle drawn around numerals is usually understood to mean that it is to be spelled out.

This list is not nearly as complete as it could be made, but will be found amply full enough for its purpose. With the continual introduction of machines for setting type, and improvements on those already installed, there is being added to a printer's vocabulary, almost daily, words that have not yet become standard. Consult your printer on points you do not understand.

Part Nine

MISCELLANEOUS

CHAPTER XC.

ADVERTISING THE NEIGHBORHOOD STORE

OF all merchants the little fellow on the corner, or side street, who is struggling along as best he can, deserves the compassion of the great. There are dozens of little stores in every large city, which are maintained for the accommodation of those who live in their immediate neighborhoods. Usually, these stores depend almost entirely upon the transient needs of the neighborhood public.

The proprietor of one of these little stores has much to contend with. He is constantly being told that his goods can be purchased much cheaper in the larger stores "downtown." He is told, also, that those purchased in the larger stores fit better, look better and wear better. His life is made miserable by frequent innuendos, and even open insults. He has to answer all these assertions with arguments in favor of his own stock, and quietly bear the insults with a smiling countenance.

That, however, is not the only disadvantage under which he labors. He usually has but a limited capital, and must sell out one line before he is in a position to put in another. He can only buy in limited quantities and in the case of perishable goods very often has to stand large losses. He is often very badly crowded for room in which to display his stock. Not infrequently he has to wait on customers, and do a large amount of work that is usually done by porters in the larger stores. He has to do all the dirty work there is to be done and at the same time try and look respectable. His customers are prone to compare his personal appearance with that of the smartly dressed clerks in the downtown stores, and his dingy looking store with the tastily decorated larger stores. All this is to his disadvantage, and often is an unconscious detriment to his business.

Yet, notwithstanding all these disadvantages, many of them manage in a short lifetime to accumulate sufficient of this world's goods to enable them to pass their declining years in happy ease. But even here habit is strong and many of them "stick to their last," and in the end "die in harness."

It is the usual belief among this class of merchants that they cannot afford to advertise. They cannot stand the enormous expense of newspaper advertising, it is true, but there are a thousand and one ways of advertising besides the use of newspapers of the city.

These little fellows are usually pretty ambitious, and most of them look forward to the time when they, too, will have large stores in the downtown district. They overlook the fact, though, that if they desire

trade, they must interest those whom they can expect to trade with them. They must interest every person in the locality near their stores. If the merchant cannot do that he can never expect to expand his business and grow out of his present quarters. It all rests with himself, upon his own exertions, upon his own energy, upon his own personality.

Newspaper advertising cannot be used at all, because the paper, with its forty to two hundred thousand circulation to be paid for, may not reach even a hundred of those persons from whom he can reasonably expect any trade. His trade being local, it depends entirely on those who live within a comparatively small circle of which his store is the center.

Regular customers are the backbone of any retail enterprise, and the storekeeper who does not turn his chance customers into regular patrons is losing the opportunity of his commercial life.

There are two elements of trade to be considered from the side of every retailer. First, getting transient customers; second, getting these transient customers to become regular patrons. The latter is dependent upon the former, for without the former he could never get the latter. To get transient customers the merchant must have some means of making them acquainted with his existence, why he exists, and what inducements he is offering for the customers' trade.

The first thing these little merchants should do is to turn their attention to the appearance of their stores. They should be kept cleaner and more inviting. Paint and paper are very cheap and usually the merchant has some portions of each day that hang heavy on his hands. Let him then invest a few dollars in paint and paper and decorate his little store. In some cases the landlord can be made to open up his heart and do this part of the work, but when he turns a hard face to the merchant's demands, the merchant should do the work himself. It is to his advantage to spend the few dollars necessary and he should do it. When once the place is neat and clean, it requires very little work to keep it so. A general cleaning up like this advertises the little store and the store that is always clean has a reputation to be proud of.

Next to his store the merchant should look neat and clean. His clothes should not be shabby. A new suit of clothes, a hat and a pair of good, sensible shoes can all be obtained for about thirty dollars. This amount can be spent in no better way for advertising purposes when it is necessary.

The corner grocer should take extra pains to have his stock show up fresh, and by tasty arrangement of his wares make them look as tempting as possible.

The little shoe store, which has a repair shop in connection with the store, can use it as a means of considerable publicity. In every case the proprietor should turn out good, honest work. That in itself will become a recommendation for further work. If he spends a little more time in finishing his work and sends back the shoes polished and ready to put on he will accomplish this also. But he will also make the customer believe

that he is getting more value out of his old shoes than he had thought possible. That counts in repairing.

Repairing should always be neatly wrapped up, and the package tied with twine. Too many proprietors of small stores think but little of appearances. The writer has seen many a "job" of repairing sent out wrapped in an old, dirty newspaper, a toe or a heel sticking out through a tear in the side of the paper, and no string used to keep the bundle together. By the time the shoes arrive at the home there is but little left of the paper, and the whole neighborhood has become apprised of the fact that they have been to the "cobbler's" to be mended.

Twine costs but little these days, and economically used goes a long way. Newspapers may be used as wrappers for economy's sake, but for the store's sake they should be clean newspapers, not dirty and ragged ones. Because the parcels are being carried away by children is no excuse for a slovenly package. A bad impression of a store is easily created in this way, and it is hard to get rid of it when once created.

First appearances, too, are of the utmost importance—they are lasting, and should be of the brightest and best.

The greater portion of repair work is taken to the shop by children. Here is a fine chance to win business. The cobbler should make himself friendly with the children, using every art and means in his power. He must not scold them or talk cross to them when they bring work in that is covered with mud. They are as thoughtless, probably, as their mothers. He should take the trouble to explain the use of his various tools, and the machinery he uses. He must answer to the best of his ability all the questions propounded. He must be liberal with his "wax" and "waxed ends," and other trifles, and many a little heart will be won over by his little gifts, insignificant often to grown eyes, but of vast magnitude in the eyes of the little recipients.

He can, when he has time to spare, show them shoes that will fit them; interest them in the shoes shown; even go so far as to try them on "to find out how they look." When a good fit has been obtained a few well chosen words will arouse all the covetousness in the child's nature. He or she will be possessed of a desire to own them, and don't forget that shoes are soon required, and those are the ones that are likely to be purchased. So, it will pay these little storekeepers to look well after their stock of children's shoes so that when parents call to inspect the ones shown the little ones, a sale may be effected.

Cards or slips can be used to considerable advantage by these shoe-repairing stores. In fact, every parcel of repairing should contain an announcement or two about the stock carried by the store. It doesn't matter how many of these slips or cards go into the same home. Perhaps ten are required to make the announcement convincing. At any rate, every time it is retold, it reinforces its convincingness. Staple lines can be particularly mentioned, and prices quoted. In the rubber season an announcement of rubber prices, especially of lines for school wear, will bring results.

A little store paper might be issued monthly to some advantage. Especially is this so if the neighborhood store carries a fair-sized stock. Of course, it wouldn't pay the little fellow who carries only a few hundred dollars' stock. The expense of this style of advertising is about as exclusive as that of the metropolitan daily. The store paper is one of the best mediums for the smaller stores in country villages, where no regular paper is printed, and especially so where there are R. F. D. routes.

Very often there are half a dozen stores grouped together around some corner in the cities. Very rarely do any of these stores conflict with the others. They usually carry entirely different lines of goods. Where this condition prevails, a store paper might be printed weekly, each of the stores contributing a share to the cost, and in the course of time it would have considerable weight as both a newspaper and an advertising sheet. A little co-operation here would make possible a means of effectively advertising each store and incidentally increase the business of each. The little corner might in time become a very profitable trading center.

Little folders, dodgers, cards and slips could be used by every neighborhood store once in a while, no matter how small the amount of business done. Even a cobbling shop could be benefited by an announcement of the prices charged. This advertising should be well printed on good stock. Cheap work and cheap stock pay poorly in results, and least of all when coming from a small store.

Prices should always be freely quoted, and the reader impressed with the fact that the merchant is willing to stand responsible for every article purchased at his store. Then, he should be careful to sell only worthy shoes, and shoes suitable for the uses for which they are intended to be worn.

Five dollars a month for advertising will seem but a small outlay to most of us, yet many of these small stores do not spend that much in a year for that purpose. Many of them dismiss the question of advertising entirely, because they cannot follow in the footsteps of the department stores, and use page spaces. This is a great mistake. Instead of dismissing the subject they should study out ways to advertise that are not too costly for them to use. This giving up so easily is responsible for the results we see all around us.

Many of these little stores are being run by old men who have lacked ambition or who have made failures in other lines. These men might have made little fortunes out of their little business if they had only used some means of pushing ahead, a little at a time and, creeping carefully, gradually win a place in the front ranks of success.

Five dollars a month would buy two pieces of good printing in the shape of cards or small folders or even a fairly well-printed circular, if not required in more than 500 lots. Usually 500 would prove more than ample for the needs of these stores. Just think of the impression the

merchant would create who sets out to deliver some piece of printed matter to the homes in his vicinity every other week.

He would soon become known as the best advertiser "for his size" in the city. Curiosity would be aroused in many homes to see this advertiser and his store—and his goods. It would add prestige to his shop. It would add dollars to his income. Sixty dollars a year for advertising! Some of these little fellows would faint if they even thought of it. The time will come though, when twice that amount will be spent by every live "little fellow," who keeps a neighborhood store. He will capture the bulk of the trade; if there are any others around, they will have to be content with the leavings.

One reason why many of these merchants do not advertise is because they have been taken in by the smooth solicitor for some kind of advertising fake or another. If there is any one kind of advertising that the man with the small appropriation should let alone, it is these schemes that are offered him by traveling solicitors and fakirs.

The window of the neighborhood store is usually neglected. It is hardly ever really clean and very often there is no attempt at a window display of any kind. The grocer will put out in the morning a few baskets of potatoes, carrots, turnips, etc., and in the evening he will take them in again. It is true that dust does not harm these edibles very much, but at the same time it does not do them any good. Then, in their season, a crate of berries will be placed out in the hot sun and allowed to remain there and attract the flies of the neighborhood until they are sold. Is it any wonder then that some housewives say: "I was going to get some strawberries at Jones', but they looked so mushy I thought I had better wait."

The only signs around will be home made and beneath the fly specks can often be seen a poorly constructed legend stating "Fresh Maple Syrup," "Cider Vinegar," or "Repairing neatly done."

The windows of these stores are usually small, it is true, and they are often merely a house window, turned into a store window. But no matter how small or how high from the ground, some attempt at dressing should be made. A small platform or ledge should be built if there is not one there already. Around this there should be a curtain about two feet from the bottom of the window or platform, and extending around the sides and back. This will make a window in which a display may be made. This display should be changed and dusted often so that a variety of goods may be shown.

Besides the methods mentioned in which every dealer may obtain publicity there are many others. The important thing is to create a good impression. The stock must look clean. It must look as though it was valued by the proprietor. Then he should use every precaution in giving satisfaction to his patrons. He must create the impression that he understands his business from A to Z, and as far beyond that as possible. He must be acquainted with all the newest creations in his line of business. He must keep posted on prices and styles. These facts he can obtain

from his trade paper, which should prove even more valuable to him than to the larger storekeepers. In cities, where there are wholesalers, he might create a good business in "taking orders." He can take orders for lines not kept in stock and obtain them from the wholesalers in the city the same day as ordered. For that reason he should become thoroughly acquainted with the stocks carried at the various wholesale depots.

In these modern days there is no excuse for any merchant to say he cannot advertise. He can, if he wants to very badly, and get good returns from his advertising, too. He must, however, study out his situation very carefully and follow out lines that have proven successful with others.

CHAPTER XCI.

AN ADVERTISING CAMPAIGN

IT is too late in the day to argue the necessity of advertising, that point is generally conceded by all merchants. The question that usually rises is, "How shall I advertise so as to get the best results?"

Yet, even now, with almost every merchant doing some advertising of some kind, the value of advertising is scarcely realized. Merchants follow this year the same plans of last year. These plans were never laid out, but happened. The same plans were used ten years ago as now. They are merely running around in a circle, coming at the end of the year to where they were at the beginning.

This chapter on the advertising campaign is written for shoe merchants, but is very general in character. Any merchant will profit by a close perusal of it.

In writing of advertising campaigns, it is not our design to lay down any hard and fast rules. It is useless to do so, for plans that will suit one merchant's business will not be adaptable to the business of his neighbor. This applies only to details, for the general outlines of most advertising campaigns are the same.

There are many merchants who do their advertising in a very peculiar way. They do it by fits and starts, as they feel optimistic, or blue. If trade takes a bad turn they close up like clams, and cut off all their expenditures on newspaper space and other methods of making their business better known. All this, when you consider the question very closely, is decidedly foolish. When trade falls off, then the stimulant should be applied most regularly and persistently. Then the merchant must put on his thinking cap and proceed to find means of forcing business.

The successful men of today do not sit down and wait for business to come to them. They go out after it in a hundred ways. Advertising is the merchant's life-preserver, it keeps him afloat at all times.

There are many merchants, too, who go at their advertising in a haphazard manner. They have a certain amount of space in their local paper or papers. For a few weeks they will strive to make up good copy to fill this space, and then leave it alone for weeks.

They will drop into every scheme that comes along and then turn down everything, the good with the bad. They have no plans, no settled policy.

The sensible merchant looks upon the newspaper as the intermediary between himself and the community and acts accordingly. He sets apart a certain sum at the beginning of the year for advertising, just as he would hire a necessary clerk, and then, in a practical, thoughtful, pains-taking way, he endeavors to secure the very best amount of usefulness from the amount expended.

The great question, then, is how much or how little to spend. In the average retail business in a country town about one per cent. of the turnover for the year should bring good results. In the larger towns and smaller cities the per cent. must be doubled to bring anything like the same returns. In some of the larger cities the rate must even be higher. Circumstances surrounding a town or city have a great deal to do with the cost of advertising, but usually where it is necessary to spend from two to three per cent. or more the returns are multiplied. The territory is larger and it requires more papers to cover it, but in return there are more people who are advertised to and who are prospective customers.

A man must to a large extent think out for himself the question of the most desirable channels through which to distribute his advertising. He should do this without prejudice or favor. Prejudice and favor are rocks upon which many merchants wreck their advertising ships. Try to avoid that by all means.

There are some who pin their faith to the newspapers and use them exclusively. For this plan it might be argued that the best advertisers and those who seem to have reduced publicity practically to a science are to be found users of newspaper space. The newspaper reaches the home circle and is perused by old and young, male and female, both the reading and the advertising columns being read thoroughly. But even the newspaper fails if it happens to be a "jim-crow" sheet that smells of cobwebs and blue mold. In this case the argument fails and even the despised dodger takes precedence.

A good newspaper with standing and influence in a community may be relied upon as the very best medium of communication between the retailer and the public. We would not urge the daily and weekly paper to the exclusion of other classes of publicity, not even side schemes of a legitimate and enterprising character, but the newspaper should be first and foremost. As supplementary advertising other mediums should be used as circumstances and conditions dictate.

Advertising plans should be laid out at least a season in advance. There are many reasons for this, chief of which is the fact that a certain line of action having been mapped out, everything will be made to fit more closely to those plans. For instance, a merchant contemplates holding a tremendous clearing sale in July. A manufacturer offers him a lot of goods at a reduced price in May. He does not require these goods at the time, but seeing the possibilities of making more business and a bigger reputation by having them for his sale, he purchases them. If he had been undecided as to whether he would hold such a sale or not he would have turned the offer down and his competitor perhaps snap it up.

Let us look at the principal events in the business year. They are:

January—Clearance sales.

March-April—Spring and Easter.

June—Vacation and summer.

July—Fourth of July sale.

August—Clearance sales and school opening.

September—Labor Day and workingmen's shoes.

November—Thanksgiving sale.

December—Holiday sales.

These events almost every shoe merchant looks forward to and prepares for by purchasing goods that are suitable for these various seasons. If he did not he would soon be driven from business by his more enterprising and thoughtful competitor.

If he buys his goods to meet the requirements of these events, why should he not at the same time study out ways and means for getting rid of those goods to advantage? It seems foolish to think that he will wait until the last moment to decide upon just how much advertising he will do to make a season's business. But that is just what thousands of merchants are doing. They intend to advertise all right, but they could not tell you any detail of that advertising beforehand.

Shoe merchants have two distinct seasons, Spring and Fall, and buy goods accordingly. The advertising plans for either season would be along similar lines, the details varying to suit the occasion. As an example, let us set forth a fall campaign that might be used by any medium-sized store. In the first place though, let us urge that a good-sized note-book be carried in the pocket by the merchant, into which every good idea for carrying out his fall plans should be written.

Of course he uses newspapers. He has his daily paper. Into this he goes at least three times a week, or in other words, every other day. He then has three or four weeklies that circulate largely among a suburban population that are within reaching distance of the store. He may use small spaces in the daily if the price of advertising space is high, but he will have no trouble in securing good-sized spaces in the weeklies at from \$50 to \$75 per year. Now he knows he is going to use these mediums—perhaps he uses them all the year round—he will have to write from five to seven new advertisements every week unless he wants some

of them duplicated, and a good advertiser hardly ever allows that. The question arises, then, why should he not write up some of his advertisements ahead of time? Excellent ideas come to him and he says, "Now, that's good. I must remember that," and then forgets it. Put it down on paper if it's worth saving.

Booklets are looked upon as the very best of supplementary advertising. So we will have a booklet in this campaign. It may be that one of the manufacturers from whom he buys his goods will provide this, many of them do; often when they do not provide the booklets they do provide suitable cuts. These should be obtained as early as possible so that they can be carefully selected for the booklet. In this booklet the retailer should not only have a half dozen of one make of shoes illustrated, described and priced, but he should have representative lines from every department. Infants' shoes and comfort shoes and slippers should have a place in this booklet as well as the finest lines of men's and women's shoes.

The quantity of booklets he will use should be carefully computed. Too many of them means waste, and too few means loss of business. These booklets are to be sent by mail to every name on his mailing list. If he has no mailing list he should set out at once and commence compiling one. Upon the value of this list depends the value of his advertising by mail.

Beside this booklet it would be well for the merchant to have a small folder illustrating and pricing the rubber footwear he intends handling. It should not be hard to obtain cuts of the most prominent lines from the jobber, or the manufacturer, of the lines he handles. If this cannot be done he can have cuts made from those appearing in their price-lists at small cost. These may be mailed with the booklet or separately. There should also be a goodly number of these used as package inserts. This folder should bring him much more rubber trade than he can obtain by occasional advertisements in the newspapers.

Beside this booklet and folder he may see fit to use a series of mailing cards or circulars. These are of special value, when a good mailing list is at hand.

One of these circulars might be on the topic of school shoes and should be mailed in the latter part of August to all heads of families.

Another of these circulars might be on the topic of dress shoes and should be sent to all the younger men and women on the list.

The number of these circulars or mailing cards should be decided upon and the particular lines they are to advertise should also be settled upon. The merchant should never try to advertise more than one class of shoes in any one circular. These ought to be very specific.

Then, perhaps, he uses novelties or souvenirs. If he does he should look over the market and pick out his novelty and order it for delivery at a certain date. He should not wait until some smooth-tongued solicitor or canvasser comes along and hypnotizes him into believing that some

trifling thing is a great business bringer. These novelties should be chosen after mature deliberation and not in a hurry.

The method of distributing the souvenirs should also be decided upon and plans laid out for the accomplishment of that detail.

From this plan it can be seen what we mean by planning ahead. It is not expected that this plan will meet the approval of every merchant, nor should it. As often stated, the circumstances or situation of every business varies. In some localities novelties and premiums have been done to death. In such a case it is better for the merchant to let them alone and advertise freely that he does not give these trifling articles away, but puts their cost into his goods, thereby enabling him to give better value.

A very good idea for every merchant who is looking for the best mediums of advertising at a moderate cost, would be to try out different plans for several seasons, and note the results from each. A comparison of these results if compiled without prejudice would be very valuable to him in making up future plans.

By all means start out each year, or each season, with a certain amount of money set aside for advertising purposes. Make this appropriation ample enough to carry out a plan that will do you justice. Then try and keep your plans within the limit of this sum.

It is not wise, however, to lay down a plan and follow it in spite of everything. Certain things may crop up that were unlooked for, necessitating a change. When this is the case, make the change. Therefore, beside being a set plan it should also be elastic. The merchant who follows plans and precedents too closely is usually known as conservative, and he may also be known as unprogressive.

CHAPTER XCII.

WHAT SHALL A BUSINESS MAN READ

THERE are few men in business today who do not read at least one trade journal—some read many. The successful business merchant is helped by reading his trade journal as much as by any other thing he does. Trade journals today are mostly of the progressive order. They are not filled with puffs of their advertisers' wares. The personal and obituary columns are almost a thing of the past.

In place of these we have articles written by successful men. Articles telling largely what they have found out by hard labor, constant thought, and many years of experience. These ideas are so valuable that it is surprising there are not more of them preserved in book form.

The lawyer, the doctor, and the preacher are constant readers. Why? They must keep up to date in their knowledge of the advances made in their profession. If one doctor makes a discovery he tells all

the rest of them what the nature of the discovery is through the medium of the medical journal. In this way a doctor in California may effect a similar cure to the doctor in Maine. So it is with the trade journals printed for the merchant. A business plan is tried in New York City and found to work out successfully. This merchant does not keep his plan a secret. No, he fears no man. He gives it up for the benefit of other merchants all over the country. Men situated in a hundred places may read of the plan and conclude it is just what they require to make their business successful. They have searched in vain for just such a plan, but were unsuccessful in finding it until it was given light by him who first found it.

The merchant's problems are much the same in one town or city as they are in another. Plans that are successful in one place are likely to be successful in another. Plans that fail in one city are as likely to fail in another. The chronicle of these plans is a veritable chronicle of the progress of events in the business world. Unless we had the trade journal we would be groping in the dark half of the time.

"Every man to his trade," is an old saying and it has largely been "every merchant to his own trade journal." That is, the shoe merchant takes a shoe trade journal, a dry goods merchant takes a dry goods trade journal, etc. This is as it should be as far as it goes. But does it go far enough? Should not the shoe merchant take a dry goods trade journal once in a while and find out what is being done by his brother merchants in other lines? The shoe men of the country do not discover all the good things for merchants by any means. Merchants in other lines are experimenting all the time and discovering newer methods of doing things that are as valuable to the shoe merchant as they are to themselves.

In the matter of a selection of a trade journal we would advise that sample copies be secured. In most cases these are sent out free upon request. The merchant should show his interest by writing his request upon his business stationery, as post cards are frequently used by mere curiosity seekers. After a careful reading of the sample copies a selection can be made of those that are most likely to be of benefit.

It is a good thing to change around a bit and take at least one new journal every year even if an old one has to be dropped. New ideas may then be secured as no two papers will be edited along identical lines.

Then there are journals that are specializing. Take advertising for one thing. There are a number of advertising journals published in the United States. These journals are merely trade journals advanced a stage into specialization. Some go even further and specialize upon some class of advertising. One is the champion of the retailer, another of the general advertiser. Yet another will advocate the exclusive use of newspapers, while another will deny altogether that newspapers are of any value unless the magazines are used. Much discussion brings out many truths that would otherwise be overlooked, and in the end the merchant and the advertiser subscribing for these journals reap the profits.

Window dressing and interior decorations demand another special-

ized paper and the information there given and the illustrations shown are very valuable to the retail merchant.

What shall a business man read? He should read everything that can be of value to him. Everything helpful to his business. He must read his daily paper. The news of the world at large must be glanced over and absorbed. This is necessary if the merchant wishes to broaden his mind. His daily communication with his associates and customers would be dry and ineffectual unless he could prove himself as well posted as they upon current events.

He may read some for pleasure but he should read much for profit. He should read intelligently. In the end it really comes down to the matter of how much benefit he derives from his reading and not how much reading he does.

The merchant who reads too much in the classics of literature and too little in the trade journal is just as apt to become dissatisfied with his life as the silly woman who reads too many cheap and trashy novels to remain normal in matters of every-day life. Too much of anything in this world is baneful in its effects. Too much money will ruin some men. Too much power is harmful for another class, and so on.

We are giving a short list of books and advertising journals. These lists are given merely as an aid to the advertiser and merchant. It is not as complete as the author would like to have had it, but as complete as he could make it with the time at his disposal.

The advertising journals do not usually send out many sample copies as they are sometimes very elaborately printed and too costly to be given away. The cost of sample copies of the whole lot would be but little and will be worth much more to the advertiser than they cost.

LIST OF ADVERTISING AND BUSINESS MAGAZINES

ADVERTISING AND SELLING, 71 W. Twenty-third St., New York City. Monthly; \$2.00 per annum; 20 cents per copy.

ADVERTISING WORLD, Columbus, O. Monthly; 35 cents per annum. Sample copies free. (The publishers advise that an advance in price is contemplated.)

AMERICAN PRINTER, 25 City Hall Place, New York, N. Y. \$3.00 per annum; 30 cents per copy.

FAME, New York, N. Y. Monthly; \$1.00 per annum.

INLAND PRINTER, Chicago, Ill. Monthly; \$3.00 per annum; single copies 30 cents.

JUDICIOUS ADVERTISING, 5 South Wabash Ave., Chicago, Ill. \$1.00 per annum; single copies 10 cents.

LETTERS, Chicago, Ill.

NOTE—*The Advertising World*, Columbus, Ohio, will receive subscriptions to all the American publications listed here,

LA PUBLICITE MODERNE, 32 Rue de la Victoire, Paris, France. Monthly; 5 francs per annum. Revue Mensuelle. Printed in French.

MAIL ORDER JOURNAL, THE, Chicago, Ill. Monthly; \$1.00 per annum; single copies 10 cents.

MERCHANTS' RECORD AND SHOW WINDOW, Chicago, Ill. \$2.00 per annum.

MERTZ' MAGAZINE, Los Angeles, Cal. Monthly; \$1.00 per annum.

NOVELTY NEWS, THE, Chicago, Ill. Monthly; \$2.00 per annum; single copies 20 cents.

PRINTERS' INK, New York, N. Y. \$2.00 per annum; single copies 5 cents.

PROGRESSIVE ADVERTISING AND OUTDOOR PUBLICITY, 120 Chancery Lane, London, W. C., England. Monthly; 6s. 6d. per annum.

PUBLICITE-PUBLICITY, Montreal, P. Q., Canada. Monthly; \$2.00 per annum. French-English in parallel columns.

RETAIL EQUIPMENT, Scranton, Pa. \$2.00 per annum; single copies 25 cents.

BOOKS ON ADVERTISING

ABOUT ADVERTISING AND PRINTING.—Nath'l C. Fowler, Jr., 1889; L. Barta & Co., Boston.

ADS AND SALES.—Herbert Newton Casson, 1911. 167 pages; \$2.00.

ADVERTISE HOW? WHEN? WHERE?—William Smith, 1863. Routledge, Warne & Routledge, London.

ADVERTISER'S CYCLOPEDIA OF SELLING PHRASES.—William Bor-sodi, New York; \$15.00.

ADVERTISER'S HANDBOOK.—International Textbook Co., Scranton, Pa.

ADVERTISING.—Howard Bridgewater, London; 50c.

ADVERTISING.—Edward T. Page, 1903. Publicity Publishing Company, New York.

ADVERTISING.—John O. Powers; 25 cents.

ADVERTISING AND OTHER ADDRESSES.—Francis Bacon James. Robert Clarke Company; Cincinnati.

ADVERTISING CATCH PHRASES.—The Advertising World, Columbus, O. 80 pages; 50c.

NOTE—Some of the books in this and the following lists are hard to get. Some are out of print. *The Advertising World*, Columbus, Ohio, will gladly secure all available information for any reader concerning any book listed. The book department of *The Advertising World* has, or can secure, most of the modern books at the prices quoted. Add postage at rate of 10 per cent. of price of book.

ADVERTISING PHRASES.—William Henry Baker, 1901. Cahn, Wampold & Co., Chicago.

ALTRUISM IN ADVERTISING.—Lord and Thomas.

ANALYTICAL ADVERTISING.—W. A. Shryer, 1912; Detroit. 12mo.; \$3.00.

ART AND LITERATURE OF BUSINESS, THE—1902. 6 vols., Bates Publishing Company, New York.

ART AND SCIENCE OF ADVERTISING, THE—George French, 1909. Boston. 8vo., 291 pages.

ART OF ADVERTISING, THE—William Stead, Jr., 1899. T. B. Browne, Ltd., London.

BAKERY AND CONFECTIONERY ADVERTISING.—Compiled by Wm. Borsodi, 1909. New York. 8vo., 128 pages; \$2.00.

BANKING PUBLICITY.—Francis R. Morrison, 1904. 164 pages. Moody Pub. Co., New York; \$1.00.

BUILDING AND ADVERTISING A PRINTING BUSINESS.—Herbert H. Stalker. \$1.00.

BUILDING BUSINESS.—Nath'l C. Fowler, Jr., 1893. Trade Company, Boston.

BUSINESS OF ADVERTISING, THE—Clarence Moran, 1905. 12mo. 191 pages. Methuen & Co., London; \$1.00.

EDUCATIONAL TRAINING COURSE.—Salesmanship, advertising, etc., 1912. The A. L. Evans Co., Inc., Boston; \$2.00.

EFFECTIVE MAGAZINE ADVERTISING.—Francis Bellamy.

FINANCIAL ADVERTISING.—E. St. Elmo Lewis, 1908. 992 pages. Indianapolis; \$5.00.

FOOTWEAR ADVERTISING.—Compiled by Wm. Borsodi, 1909. 8vo., 128 pages. New York; \$2.00.

FORTY YEARS AN ADVERTISING AGENT.—George P. Rowell, 1906. Printers' Ink Pub. Co., New York.

FIFTY LESSONS IN ADVERTISING.—(Shoe ads.) Boot and Shoe Recorder, Boston; \$1.00.

FOWLER'S PUBLICITY.—Nath'l C. Fowler, Jr., 1897. Publicity Pub. Co., New York.

GOOD ADVERTISING.—Charles Austin Bates, 1896. Holmes Pub. Co., New York.

GROCERY ADVERTISING.—Compiled by Wm. Borsodi, 1909. 8vo., 128 pages; \$2.00.

HARDWARE ADVERTISING.—Compiled by Wm. Borsodi, 1909. 8vo., 128 pages. New York; \$2.00.

HOUSE, FURNISHINGS ADVERTISING.—Compiled by Wm. Borsodi, 1909. 8vo. 128 pages. New York; \$2.00.

HOW TO ADVERTISE ADVERTISING.—Sherman & Bryon, Inc., 79 Fifth Ave., New York; \$1.00.

HOW TO ADVERTISE A RETAIL STORE.—A. E. Edgar. Revised Edition. 582 pages, The Advertising World, Columbus, O. \$3.50.

HOW TO ADVERTISE REAL ESTATE.—John Richardson. \$1.00.

HOW TO MAKE ADVERTISING PAY.—Seymour Eaton.

IMAGINATION IN BUSINESS.—L. F. Deland.

JEWELRY ADVERTISING.—Compiled by Wm. Borsodi, 1909. 8vo., 128 pages. New York; \$2.00.

JUDICIOUS BANK ADVERTISING.—A. M. Ingraham; 50c.

LAW OF ADVERTISING AND SALES, THE—Clowry Chapman, 1908. Clowry Chapman, Denver.

MAHIN'S ADVERTISING DATA BOOK.—John Lee Mahin. \$2.00.

MAHIN'S LECTURES ON ADVERTISING.—John Lee Mahin. \$1.00.

MEN'S WEAR ADVERTISING.—Compiled by Wm. Borsodi, 1909. 8vo.; 128 pages. New York; \$2.00.

MODERN ADVERTISING.—E. C. Calkins and R. Holden, 1905. D. Appleton & Co., New York; \$1.50.

PHOTOGRAPHY IN ADVERTISING.—J. H. Adams.

PRACTICAL ADVERTISER; WITH CYCLOPEDIA OF ARTS.—G. H. Rowell; \$5.00.

PRACTICAL PUBLICITY.—T. A. De Weese, 1906. 244 pages, Buffalo, N. Y.; \$2.00.

PRACTICAL PUBLICITY.—Nathaniel C. Fowler, Jr., 1895. Publicity Pub. Co., New York.

PRINCIPLES OF ADVERTISING.—1910, 12mo., 67 pages. Madison, Wis.; \$1.00.

PRINCIPLES OF ADVERTISING ARRANGEMENT.—Frank Alvah Parsons, 1912. New York.

PSYCHOLOGY OF ADVERTISING.—Walter Dill Scott; \$2.00.

PUSHING YOUR BUSINESS.—(For Bankers, Real Estate Dealers, etc.)—T. D. MacGregor, 180 pages, New York; \$1.00.

RELATIVE MERIT OF ADVERTISEMENTS, THE—Edward K. Strong, Jr., Ph. D., 1911. Large 8vo., 81 pages; Paper, \$1.00; Cloth, \$1.25.

RETAIL ADVERTISING COMPLETE.—Frank Farrington, 1910. 12mo., 266 pages, Chicago; \$1.00.

RETAIL ADVERTISING FOR DRUGGISTS AND STATIONERS.—Frank Farrington. 12mo., 244 pages, Baker & Taylor Co., New York; \$1.00.

RETAIL ADVERTISING SIMPLIFIED.—1905. Publishers Advertising Bureau, Galesburg, Ill.; Paper, \$1.00.

SALES PLANS.—Thomas A. Bird, 1906. 8vo., 282 pages, Chicago; \$2.50.

SCIENCE OF ADVERTISING, THE—N. W. Ayer & Son.

SCIENCE OF ADVERTISING.—Edwin and Thomas Balmer; 50c.

SERMONS ON ADVERTISING.—Seymour Eaton.

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STREET FAIR MANUAL.—\$1.25.

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3671 ADVERTISING CATCH PHRASES AND IDEAS.—80 pages, The Advertising World, Columbus, O.; 50c.

BOOKS ON MAIL ORDERS, LETTERS, ETC.*

BUSINESS CORRESPONDENCE LIBRARY.—3 vols., 672 pages, Chicago.

HOW TO WRITE A BUSINESS LETTER.—Charles R. Wiers, 631 Delavan Ave., Buffalo; \$1.00.

HOW TO WRITE LETTERS THAT WIN.—System Co., Chicago.

LETTERS THAT LAND ORDERS.—John Horace Lytle, 111 Fort St., Detroit; \$1.00.

PRINCIPLES OF THE MAIL ORDER BUSINESS.—Arthur E. Swett; \$1.00.

SECRETS OF THE MAIL ORDER TRADE.—Samuel Sawyer, 1900. Sawyer Pub. Co., New York.

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MODERN POSTER, THE.—1895, Chas. Scribner's Sons, New York.

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BOOKS ON SHOW WINDOWS, ETC.*

- ART AND SCIENCE OF WINDOW DRESSING.—S. W. Roth, 1907.
 ART OF DECORATING SHOW WINDOWS AND INTERIORS, THE—400 pages, 600 Ills.; Chicago; \$3.50.
 ART OF WINDOW DRESSING FOR GROCERS, THE—Alfred G. Bauer, 1902. Sprague, Warner & Co., Chicago.
 COLOR VALUE.—\$1.00.
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 MERCANTILE DECORATION.—International Textbook Co., 4 vols., 1903, Scranton, Pa.
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 YOUR HOME AND ITS DECORATION.—\$2.15.
 100 GOOD MEN'S WEAR DISPLAYS.—\$1.00.

BOOKS ON CARD WRITING, ETC.*

- AD-WRITER'S COMPENDIUM, THE—Charles A. Slump and J. S. Wilson, 1900. Ashtabula, O.
 AIR-BRUSH LETTERING AND DESIGN.—50 pages; \$1.00.
 ALPHABETS: A HANBOOK OF LETTERING.—Edward F. Strange. 294 pages; \$1.60.
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 HENDERSON'S SIGN PAINTER.—J. G. Ohnimas, 1906. Newark, New Jersey.

* See note on page 553.

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LETTERS AND LETTERING.—Frank Chouteau Brown. 214 pages, Ills.; \$2.10.

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MONEY-MAKING BY AD-WRITING.—L. de Castarede, 1905. London.

SHOW CARD WRITING.—International Textbook Co., 1902, Scranton, Pa.

SIGN AND SHOW CARD WRITING.—Chas. F. Butterworth, 1899. Chicago.

SIGNIST'S MODERN BOOK OF ALPHABETS, THE—208 pages, 100 designs; \$1.50.

SIGN WRITER AND GLASS EMBOSSE, THE—W. and W. G. Sutherland, 1898. Manchester.

SIGN WRITING AND GLASS EMBOSSING.—James Collingham, 1900. Philadelphia.

STANDARD AMERICAN DRAWING AND LETTERING BOOK.—Peter Idarius. Paper, \$1.25; Cloth, \$1.75.

STRONG'S BOOK OF DESIGNS.—300 designs, 200 in color, leatherette binding; \$5.00.

FIFTY LESSONS ON SHOW CARD WRITING.—\$2.00.

CHAPTER XCIII.

HEADLINES AND CATCH PHRASES

NOTE—The pages of phrases shown here are taken from "3671 Advertising Catch Phrases," a booklet in convenient form for daily use, published by *The Advertising World*, Columbus, Ohio.

Fit for any foot.
 Fit fitter of the fittest.
 Low shoes at low prices.
 Famous footwear fitters.
 Foot fitters for families.
 Fancy footwear favorites.
 Feature—finely fitted feet.
 Soft shoes for tender feet.
 Heavy sole shoes—wearers.
 It is a feat to fit your feet.
 Shoe sense for sensible men.
 Furnishers of finest footwear.
 Marry your feet to our shoes.
 Good shoes at cheap shoe prices.
 Choose our shoes for severe use.
 Serviceable shoes for delicate feet.
 Calf lined—double sole to the heel.
 Beware of shoes where wear is not.
 Shoes this style—the road to health.
 Easy walking is as necessary as sleep.
 For your feet's sake lend us your ears.
 Good shoes and low prices for every one.
 Shoes that we sell are the kind to wear.
 Dainty shoes for little girls and misses.
 A shoe that fits the foot and feasts the eye.
 At last—perfection and comfort for the feet.
 Only shoe made which conforms with the foot.
 Nothing shoddy in heel, sole, leather or lining.
 Same style and snap as some high priced shoes.
 Strong reinforcements of style, grace and foot-ease.
 Isn't it time to give thought to your winter shoes?
 A happy combination of style, grace and foot-ease.
 Shoe prices with quality that compel your attention.
 An advantage over any other lady's shoe now made.
 "Familiar shoe store—where honest values are sold."
 Our footwear will outwear footwear bought elsewhere.
 Storm rubbers—the cheapest cough remedy you can buy.
 It harrows one's soul to have one's sole wear out so soon.
 One incident that explains the policy of our shoe department.
 Cheaper to buy shoes at this sale than to pay doctor bills.
 Looks like a \$4.00 shoe; but \$2.00 takes them while they last.
 A lady wants elegance, symmetry and comfort in her summer shoes.

These please.
 These beckon to you.
 There's nothing better.
 There's no time like now.
 The result of superiority.
 The one you'll appreciate.
 The saving is easy to see.
 The skyrocket of bargains.
 These are anti-trust prices.
 The one good thing for you.
 There's only one that's best.
 These win where others fail.
 There is no guess work here.
 The "open door" to excellence.
 The slickest wheel that whirrs.
 These have the air of elegance.
 These goods make you thankful.
 The only skimping is in the price.
 There is no substitute for quality.
 The same story—always interesting.
 The same goods with a better price.
 These please those who want the best.
 There's nothing better than this brand.
 There's no more when these are gone.
 The rivulet of bargains flows steadily on.
 These are about the newest things in town.
 The right goods because the store is right.
 These goods make the prices look small.
 These are times when we look for dimes.
 These are all right or they wouldn't be here.
 These and others too numerous to mention.
 These put all our past offerings in the shade.
 The prices are shockingly low, quality considered.
 These Christmas goods make you feel like giving.
 There's no best in town if it's not found here.
 There's always a reason—things don't just happen.
 There's no place like home—this place is the nearest.
 The severest critics can find no fault with our work.
 These bargains give profit to both buyer and seller.
 The name makes an impression—the goods sustain it.
 There is nothing of the "spider and the fly" in the prices we make.
 There's no money in politics save for the few, but in our great bargains there's money for you.

The kind that fit.
 The kind you want.
 The hit of the season.
 The fashionable shades.
 The home of low prices.
 The latest and greatest.
 The key to the situation.
 The goods tell the story.
 The might of right price.
 The milk in the cocoanut.
 The never-complain goods.
 The little things count most.
 The goods create the demand.
 The leading home of thousands.
 The highway of great bargains.
 The milk of the bargain cocoanut.
 There are imitations, but no rivals.
 There are many here at your price.
 The key to wealth is right buying.
 The gospel of truth and low prices.
 The most value for the least money.
 The goods you want at wanted prices.
 The goods and prices have done most.
 The more you spend, the more you save.
 There are better goods but not at this price.
 The increased cost means increased worth.
 The goodness of our goods brings re-orders.
 The home of new ideas and honest values.
 The human race is but a contest for dollars.
 The loss is little, but the bargains are big.
 There are other good ones, but not at this price.
 The luxury of the best at the cost of the cheapest.
 The maximum of value for the minimum of cost.
 The last from the old season—the best from the new.
 The latchstring of welcome hangs out to one and all.
 The greatest luxury a gentleman can enjoy is comfort.
 The last days of the year and what we have to offer.
 The march of progress finds us keeping time as usual.
 The new customers we surprise—the old ones we delight.
 There is a point where cheapness ceases to be economy.
 There is pleasure in catering to your most exacting wants.
 The meeting place of good quality and low prices is (Blank's).
 The margin of profit is so small that it doesn't touch the value.
 The intelligent shopper prefers to buy at (Blank's). There's a reason.
 The more exacting the fashion the more certain you are to find it here.
 The hope of the rich, the joy of the middle classes, a blessing to the poor.
 The merry dance was not in it with the dance of the boys and girls over this sale.
 The north wind's icy kiss is cold and cruel, but our ——— will soon dissipate its chilling touch.
 The latchstring is out, and there's nobody to tease you to buy—no toll-gates of any kind.
 The inseparable relations between this store and the public is held intact by that mystic word, "confidence."
 The marvel that marks the passing year is the constant crowds which are always found at our counters.

Good clear through.
 Goods we guarantee.
 Goods it pays to buy.
 Good wearing quality.
 Governed by goodness.
 Goods that never vary.
 Good goods at all prices.
 Good work is our success.
 Good news of good goods.
 Goods and their guaranty.
 Good enough for any one.
 Goods shown with pleasure.
 Gives most excellent service.
 Goodness that grows on you.
 Good quality insures pleasure.
 Giant values at dwarf prices.
 Gift giving and how we help.
 Good gods at damaged prices.
 Good things for cold weather.
 Good teeth mean good health.
 Good goods at damaged prices.
 Gigantic sale at dwarf prices.
 Goods that solve the problem.
 Goods that show their quality.
 Goodness first—price afterward.
 Goods that tell their own story.
 Glad some things for Christmas.
 Give us a chance to please you.
 Goodness knows their goodness.
 Glad to have you come and look.
 Good wares make quick markets.
 Goods well bought are half sold.
 Goods that demand your attention.
 Goods that back up our statements.
 Goods as good cost more elsewhere.
 Goods that suit—prices that please.
 Good goods do their own drumming.
 Good, honest, desirable merchandise.
 Giving the most for the least money.
 Goodness knows the goodness shows.
 Goods for the many, not for the few.
 Good goods are a little more expensive.
 Goods backed by reputation and cash.
 Goods you want at prices you can pay.
 Goods are attractive—prices irresistible.
 Goods that speak for themselves—see them.
 Good values. Best styles. Popular prices.
 Give us a trial and you will be convinced.
 Gigantic movement of supreme importance.
 Good profits for warm customers on hot days.
 Good merchandise is not necessarily expensive.
 Good things for those who think of good things.
 Good things at less than we can replace them for.
 "Good value" here is more than "bargains" elsewhere.
 Good things don't last very long, you know—better buy today.
 Good goods—good service—good prices—"goodness all through."
 Good stock makes good soup—good stock also holds custom.
 Going away goods that are guaranteed to stand the roughest usage.
 Good shopping opportunities crowd one another in this ever-busy store.
 Goods like these are hard to get now, but we are selling them at ———.
 "Good day." Has today's paper come? See what (Blank) has to say.
 Good morning, this is our Valentine to you:
 Best wishes to you, one and all.
 How could you wish for more?
 A hearty welcome, should you call,
 You'll find at (Blank's) store.

Here's help.
 Here's proof.
 Here's richness.
 Help to economy.
 Here's brightness.
 Here's the winner.
 Has stood the test.
 It will please you.
 Helps to happiness.
 Here's a real treat!
 Here's a proposition.
 Here's how we help.
 Here's the trade event.
 It's your best chance.
 Here's the right kind.
 It works like a charm.
 Health makes fair faces.
 Has forged to the front.
 Here's littleness of price.
 Have you sampled them?
 Here's a breath of spring.
 Hands and brains are busy.
 Here's a plentitude of style.
 Harmony—that is the thing.
 Here's health to your purse.
 Here's the key to prosperity.
 Happiness for the housewife.
 Here are some money savers.
 Haven't you a place for this?
 Here's business philanthropy.
 Here's hints for householders.
 Have you a want—we'll fit it.
 Here's a savings bank for you.
 Here's every element of worth.
 Here's how we save you money.
 Health and pleasure combined.
 It takes sense to make dollars.
 Here's replenishing opportunity.
 Help us to lose money on these.
 Happy thoughts in bright colors.
 Here's part of your trouble gone.
 Hats cleaned, pressed and altered.
 Here's a quality you'll be proud of.
 Here's how we get your approval.
 Held by the quality of little things.
 Hang better, look better, wear better.
 Here's comfort at money-saving prices.
 Here's satisfaction and money-saving.
 Here's satisfaction for you and for us.
 Here are things we know you will like.
 Here's business at the price of cheapness.
 It takes nerve to sell at these low prices.
 Harvest for frugal, economical housekeepers.
 Headquarters for bargains that are bargains.
 Here's the quality that pleads for the purchase.
 Help yourself to clearance bargains tomorrow.
 Hello, central! Give us everybody on the wires.
 Here's something that will unlock your pocketbook.
 Here's a good bit of good for a little bit of cash.
 Helpful hints for the hurried—buy or not, but come.
 Helpful hints for those puzzling on "what to buy."
 Here sensible selection becomes the science of buying.
 Hanging on to old prices is no way to obtain new business.
 Here's the way we get customers—here's the goods that keep them.
 Here are some valentines that will probably interest you more than any others.
 Here is some good news—read it. "A sure cure for Klondikeitis," and more profitable than finding Alaska nuggets.

Interesting topics.
 In season and out.
 Imitation can't equal.
 Inspiration for saving.
 Insurance that insures.
 Investigate for yourself.
 It completely fills the bill.
 In the market for the best.
 Is good all the year 'round.
 Inexpensive, but not "cheap."
 Iron out the buying creases.
 If you can't come, telephone.
 If you pay less you get less.
 If you want to save, try these.
 If you see it in our ad, it's so.
 Increasing customers and sales.
 If you come once we keep you.
 Indispensable grades and styles.
 Isn't it better to have the best?
 Investigation invites investments.
 In the line of bargains—try these.
 Increasing sales, increasing profits.
 Inspires customers with enthusiasm.
 If you want quality, you want these.
 In demand because they deserve to be.
 Imitation is simple—benefits are great.
 If you buy it here you know it's right.
 If you are anxious to save, we'll help.
 If you see it in our ad, it's to be had.
 If you knew them you would buy them.
 If you don't want to buy, don't—but look.
 If you can't come we'll send a salesman.
 If you buy now you have an advantage.
 If you buy it at (Blank's) it's all right.
 Imported goods at domestic goods prices.
 Incomparable values at unmatchable prices.
 If you don't see what you want, step inside.
 Inspection invited—comparison challenged.
 In the ladder of economy every round counts.
 If you look elsewhere, it's only time wasted.
 Is perfect in fit, comfort, beauty and quality.
 If you see it today, you may not tomorrow.
 If you don't find it here, tell us what you want.
 If you change your mind, we'll change the goods.
 If you come early you'll not be late getting away.
 If you appreciate good ones you'll appreciate these.
 In the contest between goods, prices cut the figure.
 Increase the purchasing power of your dollar by trading here.
 Inspection invited—come any time—bring your mental microscope.
 In the lexicon of elegance there is no word to express their goodness.
 In the race for supremacy we have fairly won the contest long ago.
 If you want wealth, dig; if you want value dig; if you want the truth, ask us.
 In the beginning was continuity. The fool does well today and badly tomorrow.
 It's not what you earn—it's what you save. Saturday is the next big saving day here.
 In consideration of yourself, your family and your bank account, call and see our goods and reduced prices. Quality never lowers here, but prices do.

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